



Pasta Mix-Ins

Pasta Mix-Ins transform everyday pasta into a flavorful twist on a family favorite, providing delicious flavors and texture without the need for any sauce. The result is a light, flavorful meal or side dish in only a few steps. Simply mix this seasoning blend with pasta and olive oil for a delicious meal.

Italian is the **#1** cuisine prepared at home

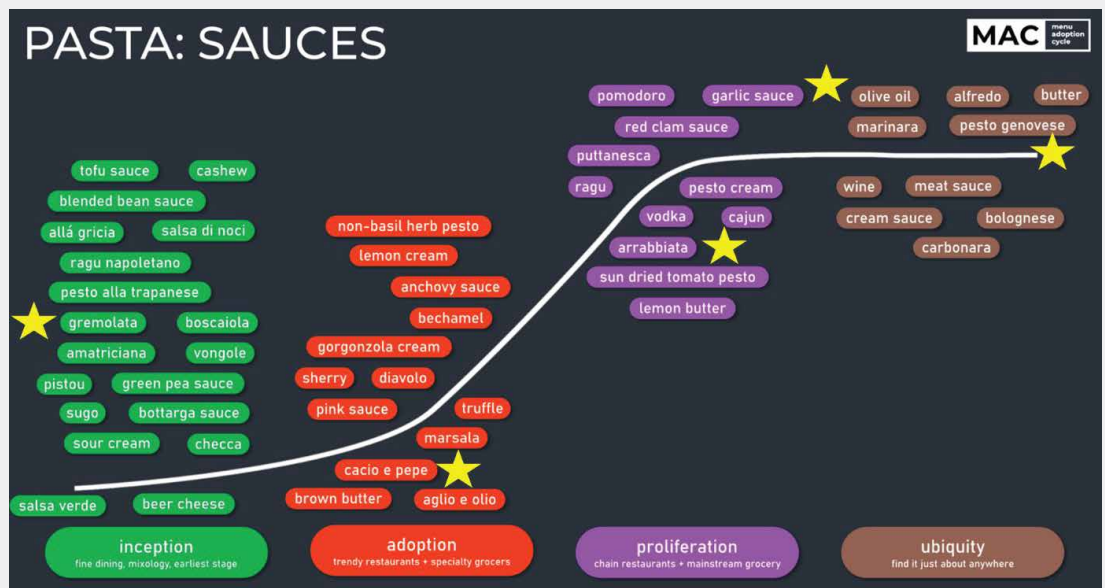
Pasta Mix-Ins concept scored **63%** Top 2 Box Purchase Intent

Consumers are looking for ways to achieve **'sensorial stacking'** using texture to shake up the familiar.

Pasta Mix-Ins were viewed positive as a store brand item (**70%** Top 2 Box)

64% of shoppers expect to find this item in the spice/seasonings aisle

100% Top 2 Box rating on ease of preparation during In Home Use Test



Sources: Suzy Primary Research, IHUT Testing, Datassential



Preparation Instructions:

1 Box Pasta • 4 T Olive Oil • 3 T Seasoning Blend

1. Cook Pasta according to directions on box.
2. Drain pasta and add to serving bowl.
3. Add olive oil to the pasta and toss to combine.
4. Add seasoning blend to the pasta and toss to combine.
5. Top with protein, vegetables, garnish as desired.
6. Enjoy!



Arrabbiata Crunch

Ingredients: Tomato Powder, Spices, Dehydrated Onion, Dehydrated Garlic, Breadcrumbs, Natural Flavor, Tapioca Dextrin, Salt, Silicon Dioxide



Cacio E Pepe Crunch

Ingredients: Breadcrumbs, Parmesan Cheese, Dehydrated Onion, Natural Butter Flavor, Spices, Dehydrated Garlic, Tapioca Dextrin, Salt, Silicon Dioxide



Pesto Crunch

Ingredients: Parmesan Cheese ((Pasteurized Part-Skim Cow's Milk, Cheese Cultures, Salt, Enzymes), Powdered Cellulose, Potassium Sorbate), Panko Breadcrumbs, Dehydrated Onion, Dehydrated Garlic, Spices, Tapioca Dextrin, Salt, Citric Acid, Natural Flavors, Less than 2% Sunflower Oil and Silicon Dioxide



Smoked Onion & Garlic Crunch

Ingredients: Dehydrated Onion, Dehydrated Garlic, Salt, Spice, Mushroom Powder, Tapioca Dextrin, Less than 2% Silicon Dioxide



Citrus Herb Crunch

Ingredients: Dehydrated Onion, Parmesan Cheese, Spices, Dehydrated garlic, Salt, Tapioca Dextrin, Citric Acid, Orange Peel, Sugar, Silicon Dioxide, Natural Flavor

Beyond pasta, these seasonings are fantastic sprinkled over **meats, vegetables, or rice** to add texture and a burst of flavor.

MOQs: 19,200 units annually