



ASSORTIMENTO 2024

La Bio Idea – Authentic, delicious, pure and organic Italian food since 1991. Our wonderful products are produced mainly on the sunny, fertile isle of Sicily and on the mainland of Italy.

We work with family-run farms that are passionate about tradition and craftsmanship. They produce according to organic standards, where the crops are widely rotated and no pesticides and chemical fertilizers are used.

The acronym **CIAO**, is more than just a friendly Italian greeting; it represents our commitment to embodying the values of Contemporary, Italian, Artisanal and Organic food in everything we do.

Contemporary - Innovate while respecting tradition.
Italian - With our heartland on the island of Sicily
Artisanal - Crafted with care, no mass-production.
Organic - Nourishing you and the planet sustainably.

The team at La Bio Idea hopes you enjoy our carefully selected fine organic foods. Please do contact us to let us know how we are doing or if you would like samples, support or further information on our farmers, producers or products.



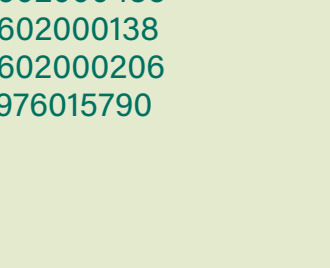
RELAUNCH

In 2024, the La Bio Idea brand will be pre-miumized and rejuvenated, by creating authentic and ownable packaging that tells the beautiful brand story of the Sicilian farming culture and families.

The new La Bio Idea design is inspired by the beautiful kitchen tiles that can be found in the Sicilian kitchen. The Italian cuisine, the organic products, the slow food process and the families: all of them represented with a system of beautiful tiles.

Each product will have its own tile-design and unique colour. The La Bio Idea assortment will be a mix of traditional and modern tiles with a wide colour palette.

LA BIO IDEA BRINGS AUTHENTIC ORGANIC FOOD FROM ITALY TO YOUR KITCHEN.



PASTA

Since 1911, the Barbagallo family has passionately crafted pasta at their Sicilian factory. Today, the all-female fourth generation proudly upholds the family traditions and pasta-making secrets. They begin with the finest organic Sicilian durum wheat, carefully milled into semolina and processed using time-honored methods. Ensuring the authentic taste of artisanal pasta – just as it has always been. The Barbagallo family is the proud producer of our Pasta White, Pasta Whole Wheat and Pasta Tricolore.



PASTA WHITE

Code	Product	Size	EAN
23010	Macaroni	12x500g	8015602000060
23020	Spaghetti	12x500g	8015602000077
23030	Penne	12x500g	8015602000435
23050	Fusilli	12x500g	8015602000138
23135	Farfalle Butterfly	12x275g	8015602000374
23200	Orzo (Risori)	6x400g	8718976015790

Ingredients: Pasta white Durum wheat semolina*, water.

PASTA WHOLE WHEAT

Code	Product	Size	EAN
22010	Macaroni	12x500g	8015602000022
22020	Spaghetti	12x500g	8015602000039
22030	Fusilli	12x500g	8015602000107
22040	Penne	12x500g	8015602000404
22130	Tagliatelle	12x500g	8015602000374
25045	Vermicelli Semi-Whole Wheat	12x 375g	8718976018858

Ingredients: Whole wheat pasta Whole durum wheat semolina*, water. Vermicelli semi whole wheat Semi whole durum wheat semolina*, water.

PASTA TRICOLORE

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23080	Tricolore Fusilli	12x500g	8015602000152

Ingredients: Tricolore pasta Durum wheat semolina*, water, tomato powder* (2%), spinach powder* (2%).

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