



**REAL ITALIAN
REAL FAST**



DISRUPTIVE INNOVATION

Filled pasta has historically forced a trade-off between speed and quality.

Ready Rounds breaks that barrier the first industrial-scale application of rapid rehydration technology to dry filled pasta, delivering a true Ready-to-Eat meal that marries Italian authenticity with digital-native consumption habits.



THE SCIENCE BEHIND THE PRODUCT



- **Dual-Rehydration Technology:** Patented drying and durum semolina granulometry enable uniform hydration in 330 seconds (5.5 min) via microwave, with fresh-pasta texture.
- **Filling Integrity:** Engineered filling stabilization prevents structural breakdown during rapid rehydration, ensuring that the tortellino filling does not undergo structural alterations during cooking.
- **Micronized Powder Seasoning:** Fast-dissolving seasoning system binds instantly to pasta and sauce. No external preparations, all in the CUP.
- **Clean Label Standard:** 100% durum wheat semolina; no artificial preservatives.

LOGISTICS EXCELLENCE AND SUSTAINABILITY

Ready Rounds transforms the logistics model of ready-made products:

- **Shelf-Stability:** The product guarantees a shelf life (or pantry life) of more than 9 months at room temperature.
- **Zero Cold Chain:** The absence of a cold chain drastically reduces energy costs for storage and distribution, reducing CO2 emissions and food waste, making Ready Rounds a model of smart logistics.



MARKET FIT & VALUE PROPOSITION

The main target is made up of highly active consumers (Gen Z, Gamers, Students, Young Professionals) who require a high-quality meal, but with drastically reduced timing.

- **Add Water - Heat - Eat Methodology:** The process eliminates the need for additional pots, strainers, or utensils (No Pots, No Mess), making dinner time a quick 5-minute operation.
- **Market Positioning:** Ready Rounds bridges the gap between Asian noodles (often perceived as cheap or unhealthy) and dehydrated pouches (slow and unappealing), offering the only truly “premium” Italian alternative on the shelf.



CONSUMER COMPETITIVE ADVANTAGES



- **Operational Immediacy:** A definitive solution to the cooking time problem, making stuffed pasta accessible even in out-of-home consumption contexts.
- **Gastronomic Identity:** 100% Made in Italy guarantees that technological innovation serves tradition, not replaces it.
- **Flexibility of use:** The deseasonalization of the product ensures stable consumption on an annual basis, unlike soups (winter) or pasta salads (summer).



CONCLUSION:

Ready Rounds isn't just a cup of pasta, it's an advanced food system.

The combination of environmental stability, innovative rehydration process, and strategic positioning makes it a disruptive solution in the global ready-to-eat meal market.

