

World instant pasta: Wippa is born

Some years ago, Storci conducted a market survey about a project coming from an idea of an Egyptian partner. What people think about instant pasta? Could it be a healthier made-in-Italy option than the famous instant noodles? From the very beginning Storci involved Mr. Aldo Monti: «It was glaringly obvious that we were facing an idea with an enormous potentiality, due to its versatility and scalability for nearly any socio-psychological demographic segment. For me it was love at first sight, and it still is», Monti says. From that very project, instant pasta, well known nowadays, has started being produced. And now Wippa, World instant pasta producers association, is born.



Aldo Monti, Wippa Managing Director

Mr Monti, could you tell us something more about Wippa?

There are now many companies that produce and



distribute instant pasta all over the world. People who have tasted it, whatever the latitude, have liked it at once. However, we notice that, generally speaking, there is not a great awareness of our product, despite the appreciation received. There isn't an overall action to make the international consumers aware of the existence of this product. Therefore, this is just Wippa's purpose.

What can we expect from the next few months?

The project was presented at Gulfood Manufacturing in Dubai. During these months we have already started some activities (social media, website that will officially be opened in the next few days, institutional lobbying, participation in the most important exhibitions of this sector, etc.) that will be more defined in the next weeks, as soon as we complete some bureaucratic procedures. The main instant pasta producers as well as technical partners who helped in the product development, have joined Wippa. Whoever is interested in more information on this project can email the association: info@wippa.org