



Company:	Barilla Group of Italy
World Headquarters:	Parma, Italy
Sales, Worldwide:	30% of sales in volume in more than 120 countries
Employees, Worldwide:	7,515
CEO/Chairman	Guido Barilla
U.S.-Based Division:	Barilla America Inc. 1200 Lakeside Drive, Bannockburn, IL
Plant Locations, U.S.:	Ames, Iowa Avon, New York (scheduled to open in summer 2007)
Sales, U.S:	20% of market share
Employees, U.S.:	251
Top U.S.-Based Executive:	Kirk Trofholz, President

Rochester-based activities and developments:

In March 2006, Barilla America Inc. announced it would invest \$96.2 million in a 300,000-square-foot manufacturing and warehouse facility on 49 acres in Avon, New York, just south of Rochester.

The project is expected to create 121 jobs. It includes a 200,000-square-foot warehouse and a 100,000-square-foot manufacturing facility.



In March 2006, Barilla America President Kirk Trofholz, left, announced the company would invest \$96.2 million in a pasta-manufacturing and warehouse facility in Avon, New York.

The plant is scheduled to open in summer 2007, with full operation scheduled for late 2009.

Barilla America is part of the Parma, Italy-based Barilla Group, the largest pasta manufacturer in the world, manufacturing more than 4,000 tons of pasta each day.

Pietro Barilla founded the parent company in a small shop more than 125 years ago. His goal was to produce the “freshest and most delicious food” for his neighbors.

Since its founding, the privately held company has been run by four generations of the Barilla family, including up to the present day, with brothers Guido, Luca and Paolo Barilla running the family firm today.

The parent company has 27 factories, 15 of them in Italy, and commands 30 percent of sales in volume in more than 120 countries. Its brands include Barilla, Mulino Bianco, Pavesi, Voiello, Wasa, Misko, Fliz, Vesta and Yemina.

Barilla’s United States subsidiary was first established in 1996 with its headquarters based in Bannockburn, Ill. Its first U.S. manufacturing plant went into full operation in 1999 in Ames, Iowa.



Barilla’s plant in Avon, New York, will be very similar to its plant in Ames, Iowa, above.

Today, Barilla is the No. 1 selling brand of pasta in the U.S.

Why Rochester:

With business booming, Barilla America decided to build its second U.S. manufacturing plant in Avon, New York.

The company selected Avon in large part for its proximity to major markets. More than 50 percent of the company’s U.S. sales are concentrated in the Northeast, where people consume double the national average of pasta each year.

Barilla also cited the potential for great partnerships. Livingston County, New York State and the Village of Avon made it clear to Barilla that they were committed to working with the company in bringing high-quality jobs to the region.

A close connection to its sauce bottler, LiDestri Foods, was another factor in Barilla’s site-selection decision. LiDestri is located in Fairport, New York, approximately 30 minutes from Avon. Other factors included ample water, a food-grade sewage treatment plant, and convenient access to both railroads and major highways.

Most important, however, was Avon’s strong hometown feel. Barilla felt that the town fit well with its sense of family and community.

“We sought a location that felt like a home away from home,” Trofholz said. “Parma, Italy has been our home for almost 125 years, ever since Pietro Barilla opened his small pasta and bread shop. We were looking for a community that would provide the same hometown feel as Parma, as well as the right mix of benefits. We found all of that in Avon.”

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