

## **Barilla ranked top amongst Italy's most reputable companies**

**According to Reputation Institute, Barilla is the most reputable Italian company, and takes first position in the food sector worldwide.**

Parma, May 25<sup>th</sup> 2010. According to Reputation Institute, which conducted a survey of the world's largest companies, Barilla is the 19th most reputable company in the world and the most reputable company in Italy. The company has also been ranked first in the world in the global food sector.

The results of the survey, published on Forbes.com, were obtained through an evaluation process involving consumers across 24 countries. Reputation ratings are based on the level of trust and admiration attributed to companies, which are also evaluated on their performance on product offering and services, innovation, workplace, governance, citizenship, leadership and financial performance.

Commenting on the results of the survey, **Massimo Potenza, CEO of Barilla Group**, said: "Given that we operate in a global market, our reputation amongst all of our stakeholders is of great importance to us. We are delighted that Barilla, an Italian company, has been ranked so highly in Italy and the world, and believe this demonstrates the success of our business model and long term strategy."

**Kasper Nielsen, Managing Partner of Reputation Institute** explains "As the world's leading companies look for growth and market share outside of their home markets, it becomes even more vital to have the trust, respect, and support from consumers around the world. Barilla has over many years built an excellent reputation with families in Italy and from Global Reputation Pulse 2010 we can see that the Italian Food Maker also has a strong emotional connection with families in the largest growth markets. With a Reputation Pulse Score of 72.45, Barilla ranks 19th on the list of the Most Reputable Companies in the World. This is a testament to the emotional connection Barilla has been able to build through its products, communications and local involvement. Barilla should be in a very good position to further strengthen its global connection to consumers by leveraging its strong history which has earned the company the best reputation of any Italian company. Taking their Italian Reputation into growing markets would be a solid foundation for further growth and success, and the results from our study in 24 countries suggest that Barilla has a strong platform to build on."

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For more information on *Global Reputation Pulse 2010: The World's Most Reputable Companies*, visit [www.ReputationInstitute.com](http://www.ReputationInstitute.com)

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## **About Barilla Group:**

Barilla, originally established in 1877 as a bread and pasta shop in Parma, is today one of the top Italian food groups: a leader in the pasta business worldwide, in the pasta sauces business in continental Europe, in the bakery products business in Italy and in the crispbread business in Scandinavia. Barilla owns 52 production facilities (13 in Italy and 39 outside Italy) and exports to more than 125 countries. Every year more than 2,700,000 tons of food products, with the brands Barilla, Mulino Bianco, Voiello, Pavesi, Wasa, Harry's (France, Spain and Russia), Lieken Urkorn, Golden Toast and Kamps (Germany), Alixir, Academia Barilla, Misko (Greece), Filiz (Turkey), Yemina and Vesta (Mexico), are featured on dining tables the world over.

By respecting its own traditional principles and values, which still feel current today, by considering employees a fundamental asset and by developing leading-edge production systems, Barilla has become one of the world's most esteemed food companies, and one that is recognized worldwide as a symbol of Italian know-how.

For more information: [www.barillagroup.com](http://www.barillagroup.com)