HEALTHY TIPS

Barilla Reformulated Their Protein + Pasta Line Using Plant-Based Ingredients

By bestfolkmedicine · 07/03/2020 · 2 min read



Thanks to a recent decision to reformulate their Protein+ pasta, Barilla now has a plant-based line. Instead of animal products like eggs, they now use lentils, peas, and chickpeas.

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They decided to remove the egg whites from this line of pasta, according to a press release by the Italian pasta manufacturer.

The president of Barilla Americas, Jean-Pierre Comte said that this change comes after the growing increase in trends and consumers' needs.

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They wanted to make their pasta more adequate for the people leading a plant-based diet, yet want to up their protein intake.

Comte further added that this reformulated product is an ideal example of their dedication to innovation and providing healthy pasta made from healthy ingredients.

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Barilla Now Offers Plant-Based Pasta

The Protein+ Pasta Line contains 10 grams of protein per 20-ounces serving. Barilla products can be found in grocery stores throughout the US.

Other companies like Chicago Town and Nestle are also introducing vegan options.

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Barilla said in their release that the reformulated pasta contains semolina durum wheat and protein from lentils, peas, and chickpeas.

The company representatives emphasized that although egg whites were removed from the original recipe, the pasta has the same taste and texture like traditional semolina pasta.

This new type of vegan pasta (all of its 7 different varieties) will also need shorter cooking time.

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It's also good to know that the reformulated recipe for the pasta is non-GMO, vegan certified, and rich in iron, thiamine, riboflavin, niacin, and folic acid, according to the company.

Egg Replacements Are Taking Over

With the rise of people going plant-based and adopting plant-based lifestyles, egg replacements in baking and other applications are rising in popularity.

Suppliers of ingredients are working on viable replacements for eggs, yet offer the same/similar stabilization and moistening.

ezstandalone.cmd.push(function () { ezstandalone.showAds(134); });
Renmatix that produces an egg replacement known as Simple Cellulose expanded their distribution last year to a higher number of food and beverage manufacturers.

Barilla isn't the first pasta maker to use chickpeas in their products.

Banza is a company that launched in 2014 and their pasta is made from chickpeas. They're a growing brand which had 20 million dollars in funding last year to expand their reach in the food sector.

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Other pasta makers like Olo Foods and Explore Cuisine are making organic chickpea pasta and Chickapea make pasta from red lentils and chickpeas.

But, when a larger global company like Barilla makes this change, it may be more impactful than the moves of these smaller pasta brands.

Sources:

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