



Dear Dietitian,

October is National Pasta Month. Join the National Pasta Association (NPA) in celebrating this beloved food with our registered dietitian toolkit. Here you will find a wealth of resources including information on pasta research, pasta nutrition, healthy pasta recipes and more – everything you'll need to teach consumers how pasta can fit into a healthy diet and "share the pasta" good news with your colleagues, clients, students and media.

This year's theme "**How Do You Pasta?**" encourages everyone to share their reasons for including pasta in their diet and highlights three specific themes:

1. Pasta is healthy
2. Pasta is convenient and easy to prepare
3. Pasta is affordable/budget friendly

NPA's social content each week will focus on one of the above themes in October. NPA and Share the Pasta will also be posting National Pasta Month-themed content on Facebook and Instagram channels.

Be sure to follow along, share, and tag Share the Pasta in your posts so NPA can re-share your content.

- [Twitter](#): @sharethepasta
- [Facebook](#): @SharethePasta
- [Instagram](#): @sharethepasta

And don't forget to ramp up your efforts on these two special days:

*October 17<sup>th</sup> is National Pasta Day*

*October 25<sup>th</sup> is World Pasta Day*

Looking for a Share the Pasta resource that's not included in the below? Visit the [Share the Pasta](#) website or reach out to directly to registered dietitian Diane Welland at [dwelland@kellencompany.com](mailto:dwelland@kellencompany.com)

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[www.ilovepasta.org](http://www.ilovepasta.org)

# Media Pitching & Pasta Recipes

Feel free to use any of the following content for your media outreach.

## Pasta Nutrition Tip Sheet

- One serving of pasta is equal to two ounces.
- A two-ounce serving of spaghetti is equivalent to one cup of cooked pasta. One cup of cooked pasta has just 200 calories and has valuable fiber, vitamins and minerals.
- Americans consume about 20 pounds of pasta per capita annually.
- Enriched pasta is fortified with three major B vitamins (niacin, thiamin and riboflavin), iron and the B vitamin folic acid, which is critical in the prevention of some birth defects. In fact, enriched pasta has six times more folic acid than its whole grain counterpart.
- The pasta serving size can vary based on the pasta shape. For long shapes like spaghetti, linguini, and angel hair, 2 ounces = ½ inch bunch dry or 1 cup cooked.
- The USDA Dietary Guidelines recommends that up to half of your intake of total grains come from whole grains. In a meal, grains should make up about a ¼ of your plate, or six to eight ounces for adults per day.
- New [research](#) has further proven the health benefits of pasta. A recent literature [review](#) of 38 studies evaluating pasta intake and body weight outcomes, found pasta intake is not associated with overweight or obesity in healthy children or adults, and in fact, may be inversely associated with Body Mass Index.
- Pasta is a fat-free, low sodium food.
- The 2020 Dietary Guidelines for Americans recommend consuming 45% to 65% of your total calories from carbohydrates.
- Pasta has a low glycemic index (GI), which means it does not cause sugar in the blood to rise quickly. Thus, foods with a low GI have a slower rate of digestion.
- If stored properly, some types of pasta can stay fresh for up to one year. Whether it is dry, filled, or leftover, learn how to store pasta to ensure freshness: <https://bit.ly/45CIAPP>

## Why Parents Love Pasta

**Pasta is Fun** - There is no question pasta is just plain fun to eat, particularly for little hands. Explore unique and different [pasta sizes and shapes](#) and pair pasta with colorful vegetables, like red peppers, broccoli and zucchini and interesting sauces. Getting kids involved in the prepping and cooking process and healthy pasta meals can be easy and delicious too! If you want a new idea for school lunches, consider this [ABC pasta salad](#).

**Pasta is Easy** - Few foods are as fast and easy to prepare as pasta. Simply boil some water, add pasta and you are ready to go. There are not many foods that offer convenience along with variety and versatility, like pasta. In addition to dry pasta, there's filled, fresh and frozen pasta like tortellini, ravioli, cavatelli and dozens more. For parents on a time crunch, pasta can supply a nourishing meal in under 20 minutes. It also lends itself to easy clean ups with imaginative one-pot meals and one-bowl salads.

**Pasta is Good-for-You** - Pasta is a culinary staple that has been nourishing and sustaining people all over the world for centuries. It is a complex carbohydrate with a low glycemic index. Foods with a low glycemic index are slowly absorbed and digested, which helps keep blood sugar levels in check. Complex carbohydrates supply energy for physical activities like sports and are the main source of energy for your brain. But that isn't all, combined with nutrient-packed vegetables, pasta dishes can help improve diet quality too.

**Pasta Saves Money** - Pasta is a high-quality food that can make the most mundane meal seem luxurious and delicious. It is also the ideal way to transform leftovers into a delicious dinner. Perhaps that's why so many people turn to pasta as a mealtime staple. Filling, inexpensive, and readily accessible, pasta is perfect for on-the-go families looking for a satisfying and healthy meal that won't break the bank.

## Can you eat pasta on a diet?

Absolutely! New research published in *Nutrients* examined 38 studies evaluating pasta intake and body weight outcomes, as well as potential mechanisms by which pasta may influence body weight (e.g., appetite regulation, glycemic response). This new [research](#) suggests pasta consumption is not associated with overweight or obesity in healthy children and adults, and in fact, may be *inversely* associated with Body Mass Index (BMI) or abdominal obesity, particularly when consumed in the context of a healthy dietary pattern.

How can pasta do this? Research suggests slow digestibility resulting in a low glycemic response of pasta may play a role. A lower glycemic response may lead to a lower release of insulin. Insulin has been shown to trigger hunger and can potentially increase food intake. Cooking and cooling pasta also helps as this can lead to the formation of resistant starch, which can make you feel full longer. Other ways you can enjoy pasta and keep your weight in check include:

- *Load up on the veggies*  
Veggies like zucchini, broccoli, cauliflower and peppers are low calorie options that add color, flavor and bulk to your plate. Dress with fresh herbs and light tomato or vegetable-based sauces, avoid pasta drenched in heavy creams or rich cheese.
- *Keep portion size in check*  
Although calories vary depending on type of pasta, one cup of cooked spaghetti has only about 200 calories. Fill up the rest of the plate by piling on the veggies with leafy greens like spinach, mushrooms, squash and onions.
- *Choose healthy fats*  
Olive oil, avocado and nuts are healthy fats and the best way to give your pasta a nutritional punch without overdoing it. Use them sparingly to perk up your pasta and vegetable dishes and you'll still have room for a sprinkle of cheese like in this [Greek Pasta salad](#). Or why not be creative and toss together a [pasta salad with fruit and walnuts](#).
- *Make it Meatless*  
Meatless pasta dishes that don't rely on cheese and meat but rather vegetables and beans, are naturally lower in calories and fat, like this easy [3-bean Macaroni Salad](#).

## How Do You Pasta?

While [scientific research](#) has continued to support the health benefits of eating pasta, National Pasta Month celebrates the many reasons to enjoy pasta. It is a versatile food that is convenient, healthy, and budget friendly. Regardless of the occasion, pasta fits into any menu and can be combined with various meats, vegetables, or plant-based proteins to create a balanced meal. [Share the Pasta](#), the consumer platform for the National Pasta Association, shares nutritional information, tips and recipes for various audiences and occasions to highlight pasta's role in any lifestyle. This year's theme "How Do You Pasta" encourages everyone to share their reasons for including pasta in their diet on social media.

"Consumers have been reaching for pasta for years for its nutritional value and convenience. Now new research has further proven the health benefits of pasta. A recent study sponsored by NPA found that pasta consumption is not associated with being overweight or obesity in healthy children and adults, and in fact, may be inversely associated with Body Mass Index (BMI)," says DC-based registered dietitian, Diane Welland. "Pasta is convenient, nutritious, budget friendly and fits into any lifestyle and budget. "

### **Quality Food While Being Budget-friendly:**

Looking for an affordable way to prepare a quality meal? Pasta pairs well with almost any ingredient in the pantry, while also being a source of enriched flour. Whether the options are beans, leftover chicken or vegetables, pasta is ideal for budget friendly and filling meals. It boasts a lengthy shelf life, so it is always on hand to use as an entrée or a side. Try this Share the Pasta exclusive recipe "[Easy Turkey Pasta Salad](#)" that will not break the bank.

### **Convenience:**

After a long day, a convenient and easy meal is the ideal choice and pasta is your answer. With its relatively short cooking time, pasta is a great time-saver when you want a meal in a hurry. In just a matter of minutes, you can have a satisfying and filling dish ready to enjoy. Pair with your leftover vegetables and protein for a filling hearty meal. Another [Share the Pasta](#) exclusive recipe will satisfy any craving in thirty minutes or less.

### **Health:**

No matter what type of lifestyle or dietary preference you follow pasta fits the bill. It can easily accommodate a wide range of healthy dietary patterns and complements many nutritious foods. Research suggests that those who consume pasta have a better diet quality and better nutrient intakes than those who do not. Think of pasta when preparing vegan, vegetarian or Mediterranean meals.

### **About the National Pasta Association (NPA):**

NPA is the leading trade association for the U.S. pasta industry. NPA encourages the consumption of pasta by being the center of knowledge and promoting sound public policy to the consumer, the industry and the regulatory bodies because a sustainable pasta industry is vital to healthy diets. Visit [www.ilovepasta.org](http://www.ilovepasta.org) for more information.

## Sample Social Media Posts

**Tip:** Feel free to use any of the messages from the media pitch or from the following below highlighting the four pillars!

### Convenience:

- Convenience meets deliciousness with pasta! Prep, cook, and enjoy a flavorful meal in a snap. From the classic spaghetti to innovative pasta salads, there's a dish for every craving and every clock. 🍝🕒 #HowDoYouPasta? #PostYourPasta and tag @sharethepasta.#NationalPastaMonth
- Busy days do not mean you must compromise on a healthy and nutritious meal. Pasta is here to save the day! From classic marinara to creamy Alfredo, you can customize your pasta dish with endless flavors. Slide into convenience without sacrificing taste. 🍝🌟 #HowDoYouPasta? #PostYourPasta #NationalPastaMonth

### Health:

- It's #NationalPastaMonth. Pasta is a staple in households around the world. By adding fresh veggies, beans or meat, you can incorporate healthy and tasty pasta dishes into your weekly menu 📝🍝 #HowDoYouPasta? #PostYourPasta
- New research has further proven the health benefits of pasta. A recent study sponsored by NPA found that pasta consumption is not associated with being overweight or obesity in healthy children and adults, and in fact, may be inversely associated with Body Mass Index (BMI). Learn more👉: <https://bit.ly/3Ki3Q4A> #NationalPastaMonth #HowDoYouPasta? #PostYourPasta

### Quality Food While Being Budget Friendly:

- Pasta is convenient and affordable, so it's perfect for any lifestyle or family size. What's your favorite go-to family pasta recipe🍝? #NationalPastaMonth #HowDoYouPasta #PostYourPasta
- Do you pasta for your wallet💰? Budget restrictions do not mean having to compromise taste. Check out our vast recipe list for any budget and #PostYourPasta: <https://sharethepasta.org/cooking-pasta/recipes/> #NationalPastaMonth #HowDoYouPasta?

## General:

- Pasta tip of the day! When cooking pasta meals during #NationalPastaMonth, make sure there's enough water in the pasta pot. Boil 4 to 6 quarts of water for each pound of dry pasta. This allows the pasta plenty of room to cook and keeps it from sticking. Find more pasta cooking tips here: <https://bit.ly/3JZeNGI> #NationalPastaMonth #HowDoYouPasta? #PostYourPasta
- During #NationalPastaMonth, brush up on the best uses for each pasta shape. Long pasta, short pasta, pasta that can be stuffed, pasta for soups- the uses for pasta are endless! Learn more: <https://sharethepasta.org/pasta-shapes/> #NationalPastaMonth #HowDoYouPasta? #PostYourPasta

## National Pasta Day:

- Happy #**NationalPastaDay**. Did you know the average American consumes approximately 20 lbs. of pasta annually? This makes it the 6th highest food per capita in the country. Learn more pasta facts: <https://bit.ly/47JbAqn>

## World Pasta Day:

- Happy #**WorldPastaDay**. Did you know that pasta can be traced back as far as the 4th century B.C? Rumor has it that an Etruscan tomb showed a group of natives making what appears to be pasta. Learn more about its history: <https://bit.ly/3qK1DIG>

## Social posting tips:

- Be sure to use #NationalPastaMonth all month long with all your posts.
- Encourage customers to #PostYourPasta and share #HowDoYouPasta?
- For Instagram/Twitter, use other relevant hashtags like #sharethepasta, #pasta, #pastarecipe, #pastashapes, #noodles, #carbs, #pastalover, #pastameal, #pastadinner
- Note that Tuesday, October 17th is **National Pasta Day** and Wednesday, October 25th, so feel free to ramp up content and include respective hashtags for these days.
- Feel free to use Share the Pasta's recipes or substitute your own company's recipes wherever you see fit.
- Shorten links using [bitly](https://bit.ly).
- Tag Share the Pasta on the following accounts so that we can engage with and share your content:
  - [Twitter](https://twitter.com/sharethepasta): @sharethepasta
  - [Facebook](https://facebook.com/sharethepasta): @SharethePasta
  - [Instagram](https://instagram.com/sharethepasta): @sharethepasta



## Download & Share

- [National Pasta Month Social Graphic - Instagram](#)
- [National Pasta Month Social Graphic](#) – LinkedIn, Twitter and Facebook
- [Share the Pasta Logo](#)
- [National Pasta Month Logo](#)
- [5 Reasons to Love Pasta Infographic](#)
- Pasta and Your Health: [What You Need to Know](#)
- Why Eating Pasta is Good for You: [Blog on Share the Pasta](#)
- Why Eating Pasta is Good for You: [Infographic to download and share](#)

## Healthy Pasta Recipes:

- [Healthy Stuffed Shells](#)
- [Kale and Asparagus Shrimp Scampi](#)
- [Chicken & Vegetable Pasta Salad](#)
- [Healthy Chicken Parmigiana](#)
- [Linguine with Shrimp](#)
- [Warm Moroccan Spiced Couscous Salad](#)
- [Mushroom and Kale Pesto Pasta with Toasted Hazelnuts](#)
- [Sesame Noodles with Tofu and Vegetables](#)
- [One Pot Taco Tortellini](#)
- [Hummus Pasta Salad](#)