

October is National Pasta Month

October marks National Pasta Month, a celebration established by NPA (National Pasta Association) and its consumer outreach program, Share the Pasta. The month highlights the versatility of pasta as a convenient, healthy and budget friendly meal or side. This year, our theme of “**How Do You Pasta?**” and **#PostYourPasta** encourages both members and consumers to share their reasons for including pasta in their diet.

In addition to the promotion NPA is doing throughout the month the toolkit provides members with plenty of consumer-facing pasta content to engage your customers and have them celebrating pasta all month long. Utilize the content and assets provided in this kit and be sure to leverage all of the exciting recipes, photos, tips and more available on NPA’s consumer-facing website at [Share the Pasta](#).

NOTE: Tuesday, October 17th is **National Pasta Day** and Wednesday, October 25th is **World Pasta Day**, so members are encouraged to up your content on these key dates – and make sure to use the hashtags #HowDoYouPasta? and #PostYourPasta.

What’s coming up?

During October, NPA will launch LinkedIn ads targeting consumers, RD’s and health professionals.

NPA and Share the Pasta will be posting National Pasta Month-themed content on our Facebook and Instagram channels throughout October. NPA’s social content each week will focus on the following three pillars during October:

1. Quality Food at an Affordable Price
2. Convenience
3. Healthy

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

Looking for a Share the Pasta resource that’s not included in the toolkit? Reach out to Heather Currier at hcurrier@kellencompany.com or Ellison Lambert elambert@kellencompany.com

Media Outreach & Pasta Recipes

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

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, making it a great staple for any pantry, so it is always on hand to use as an entrée or a side. Following a tight budget doesn't mean sacrificing flavor. 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 for more information.

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 contains valuable fiber, vitamins and minerals.
- 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 grains should make up more than ¼ of your plate, or roughly six to eight ounces for adults per day.
- 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.
- 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.
- If stored properly, some types of pasta can stay fresh for up to one year. Whether it's dry, filled, or frozen, learn how to store pasta to ensure freshness: <https://bit.ly/45CIAPP>

Sample Social Media Posts

Tip: Feel free to use any of the messages from the media pitch above 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 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 choices 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.? There is evidence 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 17 is **National Pasta Day** and Wednesday, October 25, so up your 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 Association Logo](#)
- [National Pasta Month Logo](#)
- [5 Reasons to Love Pasta Infographic](#)
- Why Eating Pasta is Good for You: [Blog on Share the Pasta](#)
- Why Eating Pasta is Good for You: [Document to download and share](#)