



**National Pasta Month**  
Key Opinion Leader Toolkit

**October 2024**  
**National Pasta Association**

October is National Pasta Month. Join the National Pasta Association (NPA) in celebrating this beloved food with our 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 share how pasta fits into a healthy diet and "share the pasta" with your colleagues, clients, students and media.

This year's theme "Pasta for All?" celebrates the universal appeal of pasta as a nutritious, affordable, and versatile staple that belongs on every table highlighting three specific aspects:

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

NPA's social content will focus on the above themes this October on Facebook and Instagram channels.

Be sure to follow, 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 below? Visit the [Share the Pasta](#) website or reach out to [Ellison Lambert](#).

### **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.

#### **NOTE:**

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

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

Make sure to use the hashtags #NationalPastaMonth, #SharethePasta, #NationalPastaDay #WorldPastaDay and #PastaforAll.

## Pasta Nutrition Tip

- One cup of cooked pasta contains about 200 calories, in addition to valuable vitamins and minerals.
- [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.
- A two-ounce serving of spaghetti is equivalent to one cup of cooked pasta
- The USDA recommends consuming 45% to 65% of your total calories from carbohydrates like pasta.
- Research shows adults and children who eat pasta have higher Healthy Eating Index scores and better quality diets than those who don't eat pasta
- The USDA Dietary Guidelines recommends that grains should make up more than 1/4 of your plate, or roughly six to eight ounces for adults per day.
- Pasta is the perfect vehicle to help increase vegetable intake. To increase intake, replace heavy sauces with vegetable-based versions or just a drizzle of olive oil, or swap out 1/2 to 1/4 of the pasta in a recipe for the same amount of vegetable and beans.
- The pasta serving size can vary based on the pasta shape. For long shapes like spaghetti, linguini, and angel hair, 2 ounces = 1/2 inch bunch dry or 1 cup cooked.
- Pasta is a fat-free, low sodium food.
- Complex carbs like pasta are broken down slowly in the body. This means they provide a slow release of energy, keeping you revved up throughout the day.
- 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.

# Pasta for All: Embracing Flavor, Versatility, and Affordability

**Versatility** - Pasta is incredibly versatile and a delight for both kids and adults alike. With its wide range of sizes and shapes, pasta can be paired with colorful vegetables like red peppers, broccoli, and zucchini, and complemented by a variety of interesting sauces. Involving kids in the prepping and cooking process makes healthy pasta meals both fun and easy.

**Full of Flavor** - Few foods offer the same level of flavor and versatility as pasta. With just a pot of boiling water and your favorite pasta, you can create a delicious meal in no time. Pasta comes in a variety of forms—dry, filled, fresh, and frozen—such as tortellini, ravioli, and cavatelli, each bringing its own unique taste to the table. Pasta is a go-to for quick, nourishing meals that are ready in under 20 minutes. Plus, its ability to shine in imaginative one-pot meals and vibrant one-bowl salads makes cleanup a breeze. Enjoy the endless flavor possibilities pasta has to offer.

**Affordable** - Pasta is an affordable food that can turn an ordinary meal into something special and satisfying. It's the perfect solution for transforming leftovers into a delicious and budget-friendly dinner. Its cost-effectiveness and versatility make it a staple for many, especially for families on the go. Filling and economical, pasta provides a healthy meal option that won't break the bank, making it an essential part of any budget-conscious kitchen.

**Healthy** - Pasta is a nutritious staple that has been supporting healthy diets worldwide for centuries. As a source of complex carbohydrates with a low glycemic index, pasta is slowly digested and absorbed, helping to keep blood sugar levels stable. These complex carbs provide essential energy for both physical activities and brain function. When paired with nutrient-rich vegetables, pasta dishes not only offer balanced energy but also enhance overall diet quality, making pasta a wholesome choice for a healthy lifestyle.

## Pasta Nutrition Information

Can you eat pasta on a diet? Absolutely. 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 [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 sauce 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 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 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](#).

## Sample Social Media Posts

### Convenience:

- Discover the perfect blend of convenience and flavor with pasta. Whether you're in the mood for classic spaghetti or pasta salads, you can prepare a delicious meal in no time. Pasta fits every schedule and satisfies every taste. 🍝🕒 Share your pasta creations with #PastaForAll and be sure to tag us. #NationalPastaMonth
- You don't have to settle for less when it comes to healthy and tasty meals. Pasta offers endless customization to fit your needs and preferences. Enjoy quick, nutritious meals without sacrificing flavor. 🍝🌟 Show us how you make pasta work for you with #PastaForAll and tag @sharethepasta #NationalPastaMonth

### Health:

- Pasta isn't just delicious—it's also packed with essential nutrients and fits seamlessly into any diet. From whole grain varieties to veggie-loaded sauces, pasta adapts to support your health goals. 🍝🌿 Use #PastaForAll to showcase how pasta can be a nutritious choice for every budget and lifestyle. #NationalPastaMonth
- New research has proven the health benefits of pasta. A 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 #PastaforAll
- Pasta is more than just a comfort food—it's a healthy choice too. Mix it up with fresh vegetables and lean proteins for a meal that's both nutritious and satisfying. 🍝🥦 Show us how you keep it healthy with #PastaForAll and tag @sharethepasta #NationalPastaMonth

### Quality Food While Being Budget Friendly

- Good food doesn't have to come with a high price tag. Pasta is the perfect example of quality and affordability. Enjoy nutritious, satisfying meals without breaking the bank. 🍝💰 Share your favorite budget-friendly pasta dishes with #PastaForAll. #NationalPastaMonth
- Elevate your meals without elevating your budget. Pasta offers delicious, high-quality meals that are easy on the wallet. From hearty spaghetti to vibrant pasta salads, you can enjoy gourmet flavors and wholesome ingredients at a fraction of the cost. 🍝🌟 Show us how you make quality food affordable with #PastaForAll. Check out our vast

recipe choices for any budget: <https://sharethepasta.org/cooking-pasta/recipes/>  
#NationalPastaMonth

### General:

- Pasta Tip: For perfect pasta use plenty of water in your pot #NationalPastaMonth. Boil 4 to 6 quarts of water per pound of dry pasta to give it enough space to cook evenly and prevent sticking. Need more pasta tips? Check them out here: <https://bit.ly/3JZeNGI>  
#PastaForAll #SharethePasta
- 🍝 Celebrate #NationalPastaMonth by mastering the art of pasta shapes. From long strands to short bites, stuffed varieties to soup-friendly options, each shape has its perfect use. Discover how to make the most of every pasta type here: <https://sharethepasta.org/pasta-shapes/> #PastaForAll #SharethePasta

### National Pasta Day:

- Happy #NationalPastaDay. Did you know the U.S. consumes 5.95 billion pounds of pasta per year? Learn more pasta facts: <https://bit.ly/47JbAqn> #SharethePasta  
#PastaforAll

### World Pasta Day:

- Happy World Pasta Day. 🍝 Celebrate pasta in all its glorious forms—from spaghetti to ravioli and everything in between. It's a day to enjoy this versatile, delicious staple that brings people together and satisfies every craving. Learn more about its history: <https://sharethepasta.org/pasta-101/pasta-iq/history-of-pasta/>

**Social posting tips:**

- Share the theme of National Pasta Month using #PastaForAll to encourage consumers to share why they love pasta.
- Be sure to use #NationalPastaMonth all month long with all your posts.
- For Instagram/Twitter, use other relevant hashtags like #sharethepasta, #pasta, #pastarecipe, #pastashapes, #noodles, #carbs, #pastalover, #pastameal, #pastadinner
- Note that October 17 is **National Pasta Day** and 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](#).
- Tag Share the Pasta on the following accounts so that we can engage with and share your content:
  - [Twitter](#): @sharethepasta
  - [Facebook](#): @SharethePasta



# Pasta Recipes and Research

## Research

- [Study Finds Pasta Eating Not Associated with Weight Gain](#)
- [Research Finds that People Who Eat Pasta Have Better Overall Diets](#)
- [Study Shows Mediterranean Diet Preserves Cognitive Function](#)
- [Eating Pasta Associated with Higher Consumption of Vegetables](#)
- [Study Shows Following the Mediterranean Diet Could Lead to Better Brain Health](#)

## Soups:

- [Creamy Gnocchi and Mushroom Soup](#)
- [Chickpea and Cauliflower Pasta Soup with Turmeric](#)

## Vegetarian:

- [Healthy Stuffed Shells](#)
- [Vegetarian Pho](#)
- [Healthy Stuffed Shells](#)
- [Warm Moroccan Spiced Couscous Salad](#)
- [Mushroom and Kale Pesto Pasta with Toasted Hazelnuts](#)

## Pescetarian:

- [Pasta with Broccoli Pesto and Salmon](#)
- [15 Minute Lemon Pepper Pasta with Shrimp](#)

## Nutritious:

- [Lunchbox Pesto Tortellini](#)
- [Chicken Pasta Power Bowls with Avocado Dressing](#)
- [Healthy Chicken Parmigiana](#)
- [Mediterranean Tuna Pasta Salad](#)
- [Orzo Salad with Kale, Beets, and Goat Cheese](#)
- [Pasta with Broccoli Pesto and Salmon](#)

## Vegan:

- [Creamy Vegan Garlic & Herb Pasta](#)
- [Fusilli with Broccoli & Peanuts](#)
- [Images available here](#)
- [All other recipes available on SharethePasta.org](#)