



Pastificio Di Martino

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Founded by CEO & President Giuseppe Di Martino's family in 1912, Pastificio Di Martino is one of the world's largest exporters of dry pasta, producing over 280 shapes and 12 million portions of pasta a day in the small, coastal Italian town of Gragnano, just 45 minutes south of Naples. All of their pasta, from organic to whole wheat, is prepared via centuries-old traditional production methods and is then packaged in their signature vibrant colors and shipped around the globe to customers in over 70 countries.

Known as *La Città della Pasta* (City of Pasta), Gragnano became famous for its "white gold" - or macaroni pasta - in the late 1700s. As certified pasta of Gragnano - declared a Protected Geographical Indication (PGI), like Champagne, by the European Union in 2013 - Pastificio Di Martino uses the town's traditional pasta-making techniques dating back to the Sixteenth century, mixing 100% Italian durum semolina wheat from the fields of Puglia with the pure spring water of Monte Lattari, Gragnano's highest hilltop. The pasta is then extruded through rough bronze dies which give each shape its signature rough, dusty texture before drying slowly al fresco with the help of Gragnano's *Marino*, the name for the cool mountain air that brings a distinct mix of humidity and sea minerals into the streets of Gragnano to this day. The resulting dry pasta is a high-quality product characterized by its rich, dense flavor and tiny, superficial perforations that help to capture and retain the flavors of rich, added sauces like pesto and ragù unlike any other type of pasta.

Pastificio Di Martino was originally founded in the 1800s, but at the time, the gentleman owner didn't feel that the factory's organized chaos was an appropriate workplace for his three young daughters and instead handed over operations and ownership to Giuseppe's grandfather and his brothers in 1912. Entrepreneurial in spirit, the brothers set Pastificio Di Martino on its path to global success and the iconic, heritage brand became the first pasta to pass through the Panama Canal upon its opening in 1915.

Under Giuseppe Di Martino's expert, ambitious guidance as CEO & President, Pastificio Di Martino has grown into a beloved, international pasta company synonymous with Italian quality and excellence. Over the years, acclaimed chefs like Massimo Bottura and Dominique Crenn and esteemed partners including Dolce & Gabbana, The James Beard Foundation and Mattel's Barbie have collaborated with the iconic, blue-and-red packaged pasta, bringing to life fun, modern pasta experiences for all. In recognition of its dedication to Italian tradition, Pastificio Di Martino is the official pasta partner of the global non-profit Slow Food, founded by Italian activist Carlo Petrini in the 1980s.

Today, the pasta is available throughout grocery stores across the U.S. including Whole Foods, while its specialty tins in collaboration with Dolce & Gabbana and Mattel's Barbie are available in high-end department stores such as Neiman Marcus and Bloomingdale's. In the last five years, Pastificio Di Martino has opened a number of brick and mortar concepts, including the Seafront Pasta Bar in Naples' main piazza, and Di Martino Air - retail shops selling the pasta and its colorful plateware and accessories in international airports including Naples and Rome. This fall, Pastificio Di Martino finally opened La Devozione in New York City's Chelsea Market, the ultimate multi-concept pasta destination where guests will be able to both shop and eat Pastificio Di Martino's signature dry pasta.

For more information on Pastificio Di Martino, contact hello@pommecreative.com.

