The science and history of why pasta continues to be universally relevant for modern times

...& how such a good-tasting food is also good for you
Pasta: simple, pure, & relevant

- A clean label food ...made with just 2 or 3 ingredients
- Simple and pure...and trusted for centuries
- A food that has been relevant for ages
- Bridges cultures across the world
- Nutritious any time of the day
- Relevant for modern times and beyond
EMERGING TRENDS & WHAT PEOPLE WANT

- pure, simple foods
- convenient, affordable, quick
- satiety
- heritage-inspired good-for-you foods

EMERGING LESSONS FROM SCIENCE

- low Glycemic Index
- wholesome not just nutrients
- calories not carbohydrates
- durum pasta less likely to cause gluten issues

![Glycemic Index Graph]

![Weight Loss Image]
A centuries-old culinary marvel, pasta epitomizes human ingenuity, and continues to be a globally popular!
How can something that looks and tastes so good also be so good for you?
Foods with similar carbohydrate content can have significantly different metabolic effects.
Pasta entails science and art

PARAMETRIC RECIPE
PASTA

Quick pasta is all about fast. Traditionally, the faster, the better. Rigorously, slightly above the consistency of a good noodle, there is one form a well-tested pasta can wear. Making your very own pasta is not as daunting as you may imagine; the secret lies in understanding what goes into the dough. Each pasta is not the same, and perhaps, understood by the followers of the science and art of pasta making. We begin with carbs, which are the core components of traditional pasta, such as semolina, durum wheat, or whole-wheat flour. The key to a well-made pasta lies in the quality of the ingredients used. Semolina flour is traditionally used in making pasta, but you can also use whole-wheat flour or durum wheat flour, which are slightly different in texture.

For this recipe, we use a blend of semolina flour and whole-wheat flour, as it combines the best of both worlds, offering a delicate texture and a nutty flavor.

Making Pasta

1. Combine the dry ingredients, water, and salt.
2. Mix until a smooth dough forms.
3. Let it rest for 30 minutes.
4. Roll out the dough until thin.

Best Bits for Pasta Doughs

<table>
<thead>
<tr>
<th>Pasta</th>
<th>Dry ingredient</th>
<th>Scaling</th>
<th>Resting time</th>
<th>Cook time</th>
<th>Stove</th>
<th>Recipe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semolina</td>
<td>100% white flour</td>
<td>67%</td>
<td>24 hours</td>
<td>8-10 minutes</td>
<td>medium</td>
<td>150g</td>
</tr>
<tr>
<td>Whole wheat</td>
<td>100% whole wheat flour</td>
<td>67%</td>
<td>24 hours</td>
<td>8-10 minutes</td>
<td>medium</td>
<td>150g</td>
</tr>
<tr>
<td>Mixed</td>
<td>50% white flour + 50% whole wheat flour</td>
<td>67%</td>
<td>24 hours</td>
<td>8-10 minutes</td>
<td>medium</td>
<td>150g</td>
</tr>
</tbody>
</table>

Pasta

- Semolina pasta
- Whole-wheat pasta
- Fresh pasta sheet
- Rice noodles
Heritage matters!

Tetraploid wheats: Durum, Kamut, Spelt vs Hexaploid wheats: Modern bread wheats

GLUTEN, GLUTENIN & GLIADIN
Pasta: pure, wholesome, goodness!

- Contrary to popular myth, pasta has been proven to be a healthful inclusion in the diet for weight and health management.
- The glycemic response of pasta is naturally low.
- Pasta is not eaten alone by itself...the hysteria about the ills of pasta lacks scientific evidence.
- Pasta, often accompanied by vegetables, legumes, nuts and olive oil, does wonders for managing hunger and consequently, in managing weight and health.
- Pasta is a satiating food; satiety is a key attribute of foods for people watching calories and weight while also eating for pleasure and health.
- Purity! No preservatives, yet pasta can last forever!
What matters most about pasta...

- Quality ingredients and trusted for centuries
- The glycemic and digestive properties of pasta can provide perceptible benefits that people can “feel”
- Linking science with health & taste helps the body and the soul
- Pasta is “wholesome” “minimally processed” “delicious” “good-for-you” “convenient” ... powerful value propositions few foods offer
- The physiological and emotional benefits offer even better and long-term economic value

“...healthful diets are cheaper than the cures that doctors offer”
Disclosures & Sources

- Oldways Preservation Trust
- Listservs
- Editorial duties
- Corvus Blue insights
- Research for book
Selected references

TO YOUR SUCCESS IN THE MARKETPLACE!

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