

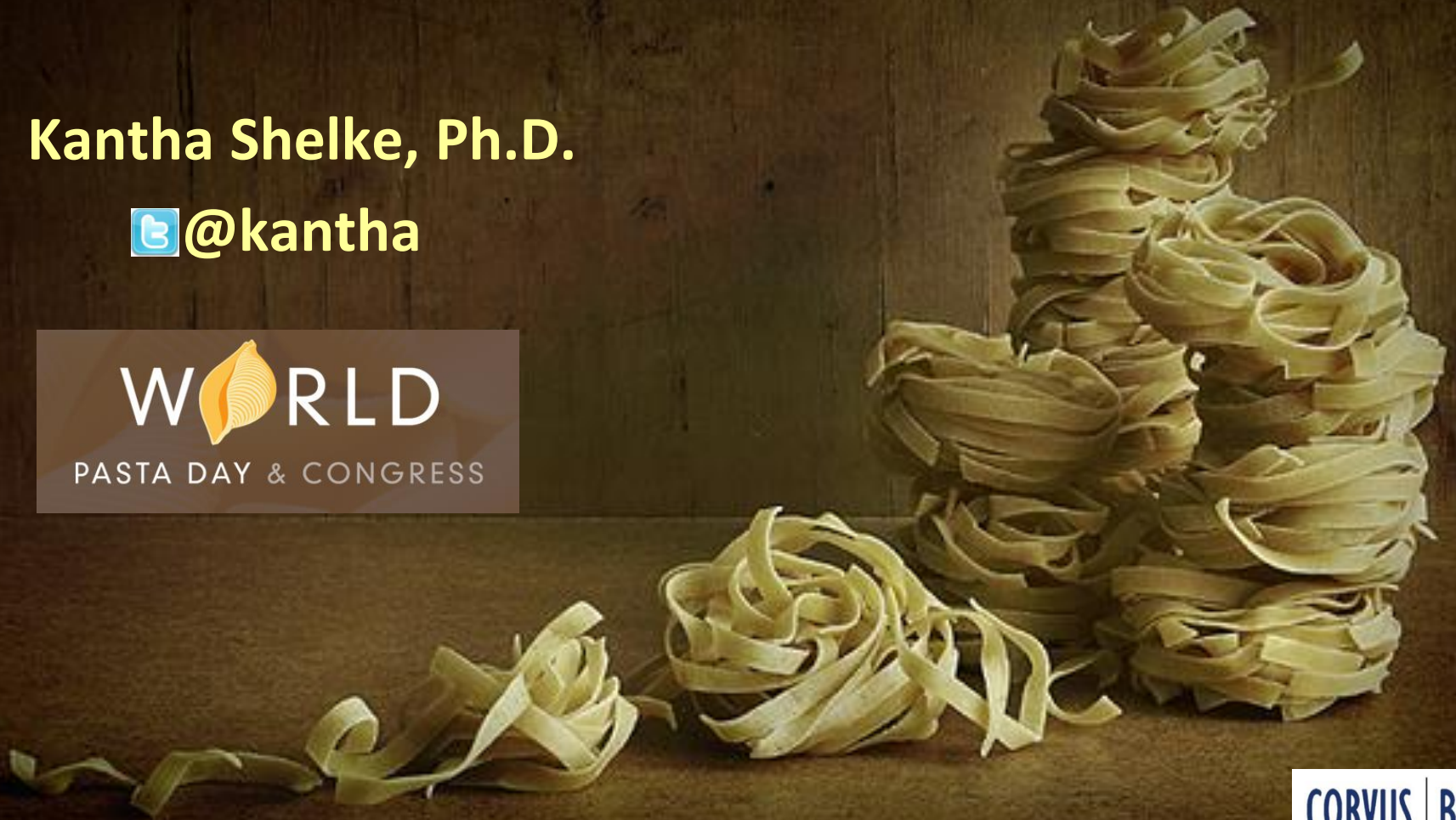
# PASTA: AN ANCIENT FOOD FOR MODERN TIMES

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 @kantha

**WORLD**

PASTA DAY & CONGRESS



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*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

**Pasta—simple & pure—is just what people seek for health & wellness**

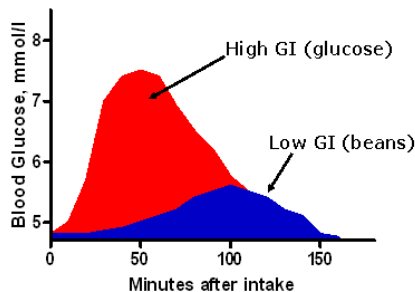
# EMERGING TRENDS & WHAT PEOPLE WANT

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

# EMERGING LESSONS FROM SCIENCE

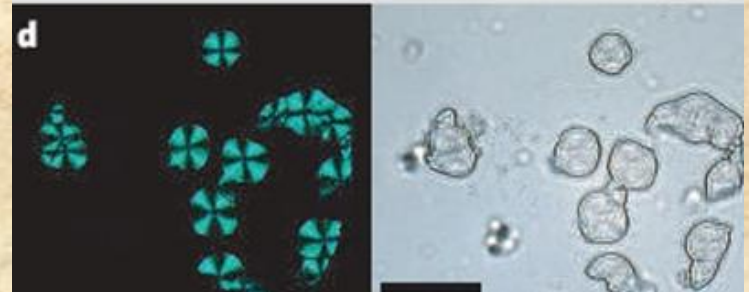
- low Glycemic Index
- wholesome not just nutrients
- calories not carbohydrates
- durum pasta less likely to cause gluten issues

**Glycemic Index**



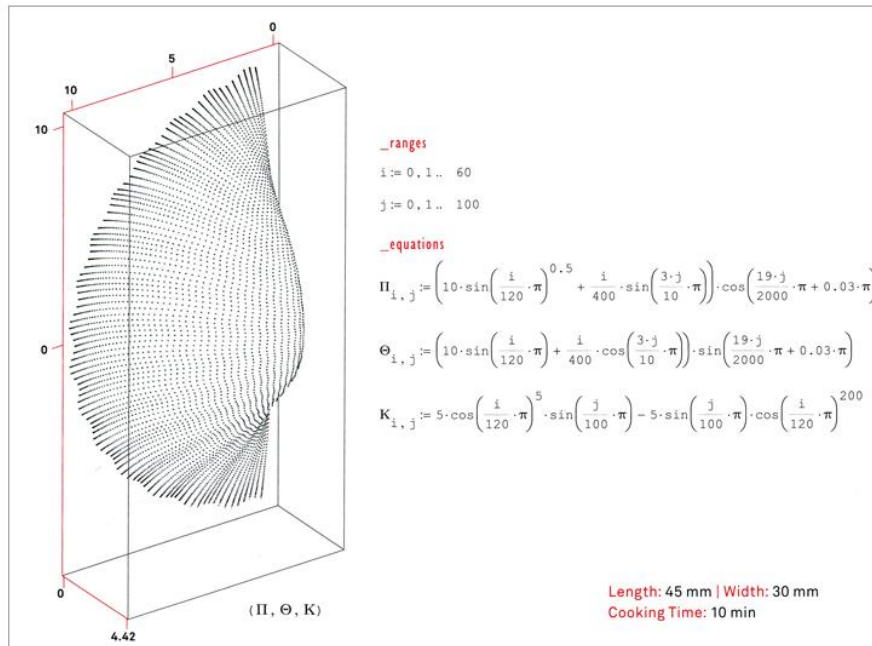


# The origins of pasta: myths & legends

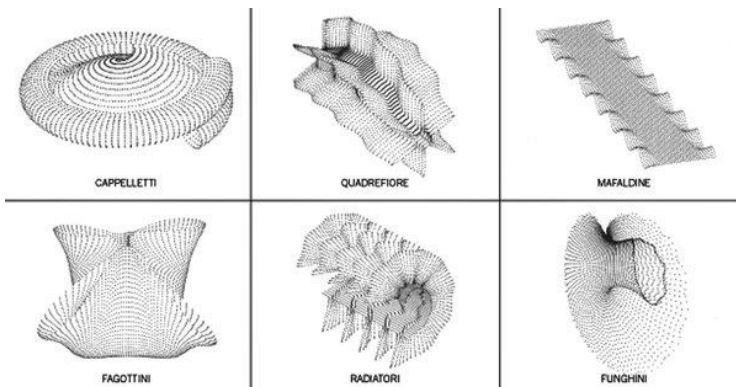


A centuries-old culinary marvel, pasta epitomizes human ingenuity, and continues to be a globally popular!

# How can something that looks and tastes so good also be so good for you?



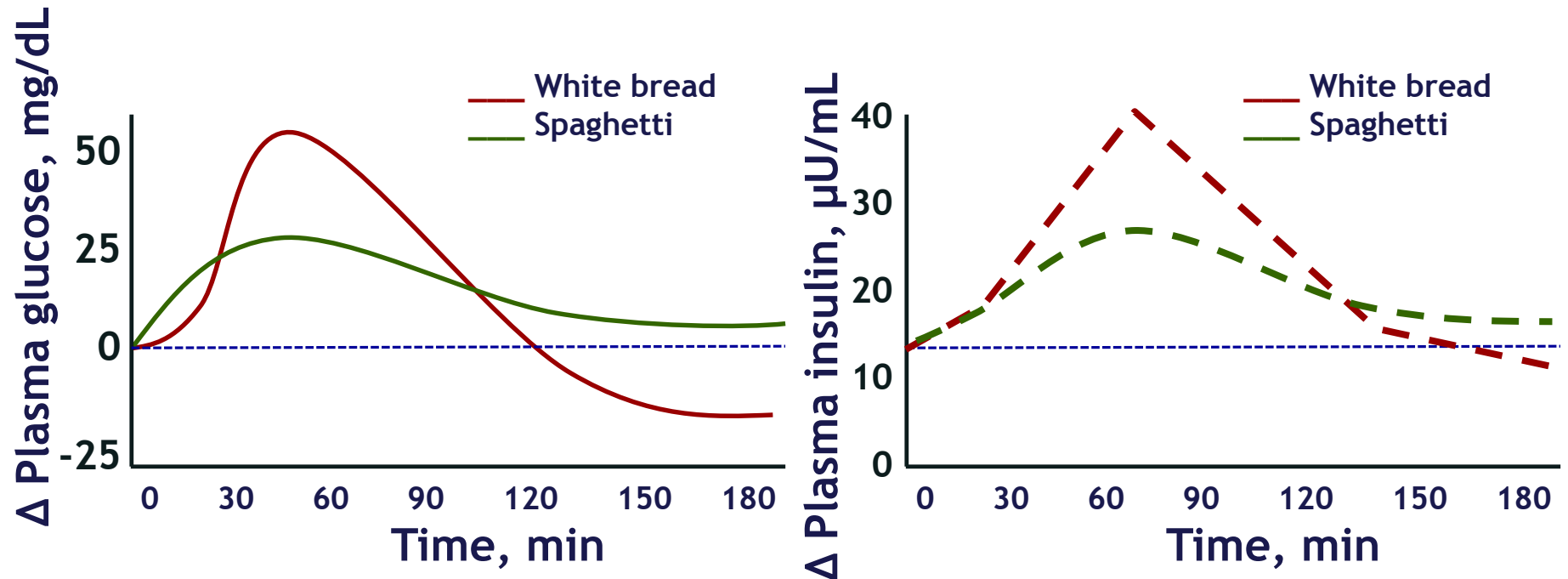
From "Pasta by Design" by George L. Legendre



# Food labels vs. scientific reality

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## GLYCEMIC RESPONSE



➔ Foods with similar carbohydrate content can have significantly different metabolic effects



# Pasta entails science and art



## PARAMETRIC RECIPE PASTA

Good pasta is all about texture. Traditionally, the dense, slippery, slightly chewy characteristics of a good noodle have come from a combination of starch and protein from the flour. Kneading the dough helps to hydrate the starch and develop the elastic strength of the gluten. Fresh pastas, wonderful as they may be, will rarely have the al dente texture we so love in dry pasta because the cores of fresh noodles are moist and soft—unless they are twixed a bit with modern ingredients.

We have re-created some of the most popular international varieties of pasta dough, all designed to replicate the appealing al dente texture that comes from classic dried Italian pasta or traditionally made Asian noodles, but without the difficulty or labor.

Use a rolling pin, hand-cranked pasta roller, or extruder to shape the dough. For classic semolina pasta, we use a beautiful commercial machine that extrudes the dough through bronze dies. These give the pasta a jagged, coarse surface (see photo) to which sauces love to cling.

All of the pastas listed in the Best Bets for Pasta Doughs table are designed to be used fresh. The eggless recipes, including semolina and rice flour, dry beautifully on a rack or in a dehydrator. We like to dry our pasta in a vacuum dehydrator because it dries evenly and quickly.

To make sodium carbonate for the alkaline recipes on the next page, place some sodium bicarbonate in a shallow pan and bake it in a 300 °C / 500 °F oven for 1 h.

Pasta can have come in several forms, including whole and extruded rice flour. Each design requires using a slightly different technique, so you should consult the manual and get to know your machine.

### Flours



Semolina flour    Whole-wheat flour    All-purpose bleached wheat flour and egg yolk    Rice flour

## MAKING PASTA

- 1 Mix dry ingredients, texturing agent, and salt.
- 2 Whisk in liquids.
- 3 Knead, or blend until dough is elastic, 5–10 min.
- 4 Roll out, and cut to desired shape.
- 5 Dry (optional). See page 2.430 for dehydrating strategies.



### Best Bets for Pasta Doughs

Pasta	Dry ingredients	hydrating agent	hydrating agent	hydrating agent	hydrating agent	hydrating agent	hydrating agent	hydrating agent	hydrating agent
wheat	00 wheat flour	100%	texturing agent	sodium gum	1%	2.5%	water	9%	no
buckwheat	buckwheat flour, sifted	100%	texturing agent	Arctic RM	4%	1.75%	milk	75%	optional
semolina	all-purpose bleached wheat flour	50%	texturing agent	all-purpose powder	2%	1.3%	egg yolks	37.5%	optional
couscous	all-purpose bleached wheat flour	25%	texturing agent	all-purpose powder	2%	1.3%	water	35%	yes
rice flour	semolina flour	100%	texturing agent	all-purpose powder	2%	1.3%	whole wine	7%	no
rice flour	00 wheat flour	100%	texturing agent	vital gluten	4%	1.5%	egg yolks	112%	no
rice flour	semolina flour	65%	texturing agent	vital gluten	4%	1.5%	water	27%	no
rice flour	rice flour	100%	texturing agent	konjac gum	10%	2.5%	olive oil	22.5%	yes
rice flour	tapioca starch	50%	texturing agent	konjac gum	10%	2.5%	water	160%	yes
rice flour	glutinous rice flour	50%	texturing agent	konjac gum	10%	2.5%	water	160%	yes
alkaline ramon	barley flour	100%	texturing agent	sodium carbonate	0.9%	1.5%	water	37.5%	no
alkaline ramon	barley flour	100%	texturing agent	potassium carbonate	0.1%	1.5%	water	37.5%	no

### Pastas



Semolina campanelle    Whole-wheat fusilli    Fresh pasta sheet    Rice noodles

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# GLUTEN, GLUTENIN & GLIADIN



## Heritage matters!

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

# **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

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## **Pasta & Noodles**

A Global History

*Kantha Shelke*

THE EDIBLE SERIES

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

# Selected references

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**TO YOUR SUCCESS IN THE MARKETPLACE!**

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