

# WHY SIZE AND SHAPE REALLY DO MATTER!

Submitted by: Richmond Towers Communications (Chrome)

Wednesday, 29 October 2008

---

The Italians know all about la dolce vita, including the secret to getting the greatest enjoyment from one of life's most pleasurable experiences.

Thankfully Sacla', those irresistibly Italian food people, are now out to make us all aware of the knowledge their fellow Italians have held dear for many years – size and shape make all the difference, especially when it comes to eating pasta.

In Italy, the quality of food is synonymous with the quality of life. Italians treat their pasta with a great deal of respect, and take time to select the size and shape of pasta that is perfectly suited to the sauce they have chosen.

Sacla' are famous for their authentic Italian Pesto and Stir Through sauces which use intense, authentic Italian flavours to gently coat pasta when stirred through. To find out more about the nation's love of pasta, Sacla' have been asking people in the UK how passionate they are about this popular dish. The results show that shape and size does not seem to matter to us Brits, with 79% of people admitting they never match a sauce with a specific type of pasta, while 14% said it had never even occurred to them.

On an even saucier subject, Sacla' asked about the difference between Stir Through sauces - the type of pasta sauce the Italians invariably go for - and the larger jars of 'pour-over' sauces. 57% of people did not know that the essential difference is the intensity of flavour, which means you use less sauce, and so dress rather than drown the pasta, enabling you to recreate a genuine Italian meal experience.

Top food writer Anna Del Conte, who is regarded as one of the UK's greatest experts on Italian food says "When it comes to pasta the Italians dress rather than drown their chosen pasta shape, ensuring that the pasta and the sauce become one with every ounce of pasta coated. This enables the full flavour of the sauce to be appreciated and turns an average dish into a fantastic one. The more you can appreciate the relationship between the pasta and the sauce, the better the dish will be."

Like many Italians, Giuseppe Ercole, the grandson of the founder of Sacla', instinctively knows which pasta will complement his choice of intense sauce. Giuseppe suggests these simple recommendations on how best to recreate the ultimate Italian meal experience at home:

- The right shape pasta will make a good sauce great, whilst the wrong shape will undermine the appeal of even the best sauce. Most importantly, too much sauce will suffocate the pasta – opt for a Stir Through Sauce for a more intense and authentically Italian flavour, with no wastage
- Chunky rigatoni with a hearty sauce such as Italian Tomato & Olive Stir Through is always a good combination as the pieces of olives are captured in the hollow of the pasta
- Spaghetti, linguine or other long thin delicious pasta always marries well with the less chunky Stir Through sauces – my personal favourite is bucatini with Red Onion & Gorgonzola Stir Through sauce

- The flatter the pasta the greater the intensity of flavour as there is more surface for the sauce to coat. Add prawns to pappardelle with Spicy Tomato & Pepper Stir Through for a really intense experience
- Fresh pasta enhances and compliments a sauce by absorbing the sauce and allowing the flavour to stand out from the pasta

So with one in three Brits tucking into a bowl of pasta every week, it's high time we started perfecting the preparation of this fine Italian meal option. In a nutshell, all we need to remember is delicate shape of pasta like spaghetti or linguine are delicious served with light, thin sauces, whereas bigger, thicker pasta shapes, like pappardelle are served with heavier sauces. Pasta shapes with holes or ridges like radiatori or rigatoni are matched with chunkier sauces, whilst pasta shaped with bronze die-plate have coarser features which hold sauce to the pasta better.

For more information on Sacla' products, or if you are passionate about Italian food visit [www.sacla.co.uk](http://www.sacla.co.uk)

Broaden your horizons – and your palate.

Serving Suggestion:

Pappardelle Pasta with Sacla' Spicy Tomato & Pepper, Mozzarella & Basil

Simple, stylish and speedy, this is an essential dish to have in your culinary repertoire.

175g (6oz) pappardelle  
 1 jar of Sacla' Spicy Tomato & Pepper Stir Through Sauce  
 175g (6oz) buffalo mozzarella, roughly torn into pieces  
 1 small handful basil leaves, roughly torn  
 Salt & freshly ground black pepper

Put a pan of salted water on to boil for the pasta.

Cook the pasta in the pan of boiling water for 10 minutes, or according to the pack instructions.

Drain the pasta, return it to the pan, add the sauce and stir through to coat, heat through, season and divide between 2 warm pasta plates. Top with the torn mozzarella, then scatter over the basil and serve.

-Ends-

For further information:

Caitriona Kavanagh/Georgina Brown  
 Richmond Towers Communications Ltd  
 26 Fitzroy Square

London W1T 6BT  
Telephone: 020 7388 7421  
Email: georgina@rt-com.com

