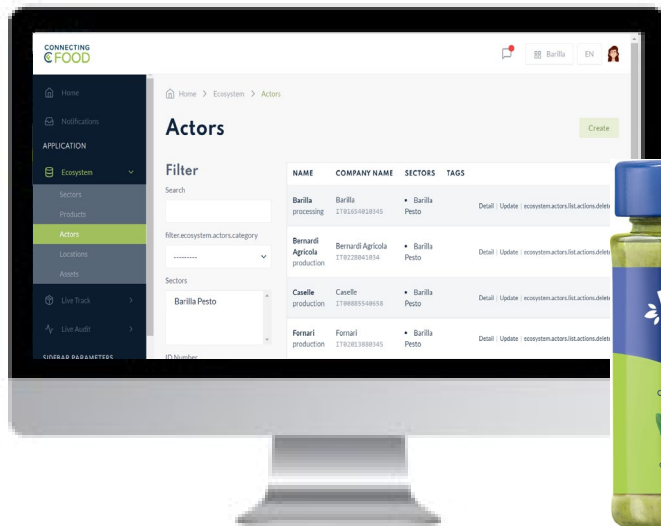


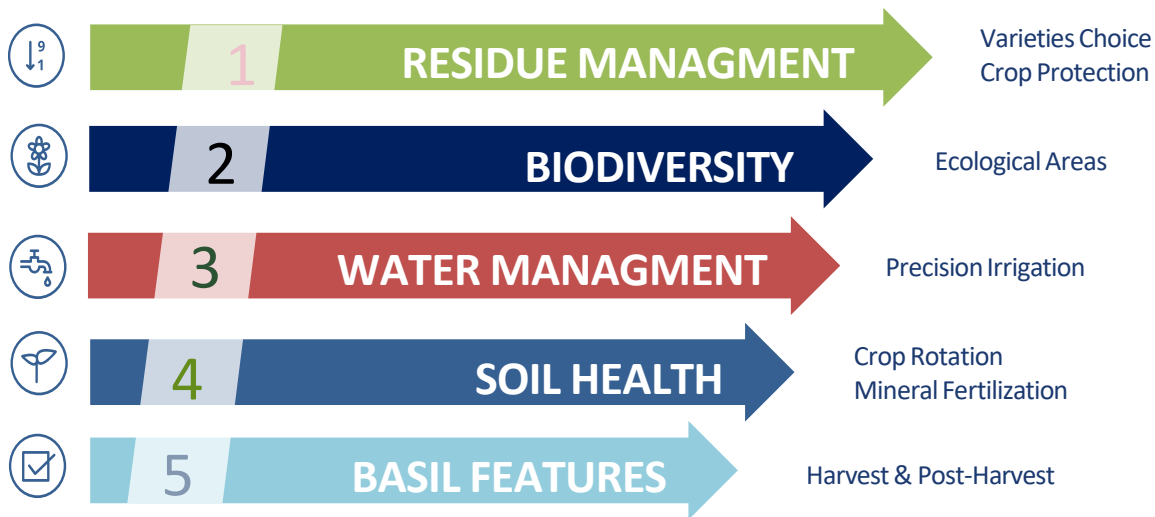
CONNECTING
€FOOD



The Context – Sustainability Journey of Pesto Barilla



A SIMPLE AND CLEAR STORYTELLING ABOUT OUR BASIL FOR A NON EXPERT AUDIENCE



CONSUMER STORY-TELLING



BASIL FROM

SUSTAINABLE
AGRICULTURE

B2C WEBAPP



B2B TRACEABILITY SYSTEM



The evolution of sustainable basil



2020



2021



2023



The Consumer Flow

SCAN THE QR CODE



(IB5) 125733

INPUT THE BATCH NUMBER



DISCOVER THE ITALIAN BASIL SUPPLY CHAIN

