



Gluten Free Manufacturer

Farmo line re-design for celiacs and gluten-intolerant consumers

New packaging for Farmo line products: the same high quality, in a new package

The beauty of the stone streaks depicts the new graphic packaging for products in the first gluten-free line created by Farmo. With a contemporary appeal and striking colour scheme, the new packaging will be used for corn and rice pasta, mixes, biscuits and single-serving cakes and salty snacks.

Farmo is working on a graphic re-design of all the products in its oldest **line, which was the first to be created especially for celiacs and gluten-intolerant consumers.**

More **on-trend, contemporary and appealing**, the new packaging is inspired by the **tactile beauty of streaked stone** that evokes **lapis lazuli blue, grey stone, ruby and jade.**

The **quality is the same as always** with products including **corn and rice pasta**, mixes for creating oven-baked specialities, doughs and creams, **biscuits and single-serving cakes** or **salty snacks.**

All product packaging in the Farmo line will be re-designed: already available on the market are **Corn & Rice pasta** in the brand new lapis lazuli blue, **Fibrepan and Fibrepan LP**, in the brand new pearl grey packaging.

Fibrepan, the most well-known product in the range, is an exclusive **mix** used for creating simple **bread, pizzas, focaccia and gluten-free pastries that don't collapse and are digestible and perfectly tasty.** And **Fibrepan LP**, the **low-protein and lactose-free version**, developed to make **delicious lighter baked specialities**, is also appreciated by the market thanks to its **inimitable ability** to give the dough **hold and elasticity** and its **ease in working** even by non-professionals. The packaging will also feature special recipes.

The new graphics have also been used on the packaging for **Frollini Rustici (Butter cookies), the brand-new Brownies, soft chocolate confectionery of American origin and will soon be extended to all cookies and salty snacks.** www.farmo.com

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