

Nooghetti™

The Quick-Cooking Spaghetti

*“The best thing
to happen to
Spaghettí
since Marco Polo
introduced it
to the Italians in
the 13th century!”*

“It’s in the Bag!”



Nooghetti is the result of a fusion of modern cooking techniques and century old recipes, specially blended and cleverly spiced to bring you superb Italian cuisine.

Our secret lies in it’s unique cooking technique where pasta and accompanying delicacies are presented in perforated bags, ready to be boiled.

Quite simply.

Nooghetti’s got it in the bag!

Nooghetti

“Multi Media!”



Nooghetti will be supported with a multi directional media campaign.

We will build our brand on the history of the great traditional 'Authentic Italian Pasta Dishes' and introduce a new category called 'New Wave Italian'.

New Wave Italian is a fusion of Italian traditions with the foods and flavours from Asia and the America's.



“Cinema Ads!”



A powerful Cinema and Television Advertising Campaign has been produced in 60, 30 and 10 second formats.

The Cinema commercials will be used heavily to launch and maintain the Nooghetti brand presence in all major markets.

Over a short period of time Nooghetti will become the 'Authentic Quick Cooking Italian Spaghetti'.

Nooghetti



The Nooggetti Cinema Commercial.
An authentic 60 second Italian blockbuster,
our ultimate brand builder.



“Magazine Ads!”



“Bellissimo!”

Nooghetti Shalott Teriyaki.
Our 'new wave' Italian pasta dishes fuse local ingredients and traditions with foods and techniques from Europe, the America's, and Asia.

A blend of Teriyaki sauce garnished with crispy aromatic deep fried shallot makes for a truly unique pasta with an exquisite Japanese influence.

Nooghetti is a fusion of modern cooking techniques and century old recipes, specially blended and cleverly spiced to bring you superb authentic Italian cuisine.

The secret lies in it's unique cooking technique where pasta and accompan-

ing delicacies are presented in perforated bags, ready to be boiled and served in just 4 minutes.

Quite simply, Nooghetti's got it in the bag!



Nooghetti. The Quick Cooking Spaghetti.



“Perfetto!”

Introducing Nooghetti Alfredo.
A tantalizing blend of finely selected ingredients giving the aroma and taste of this Italian classic.

Alfredo is a sauce traditionally made from heavy cream, butter, minced garlic, parsley, and Parmesan or Romano cheese.

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ing delicacies are presented in perforated bags, ready to be boiled and served in just 4 minutes.

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Nooghetti. The Quick Cooking Spaghetti.



“Magnífico!”

Introducing Nooghetti Bolognese.
The 'classico' of Italian pasta, but with a difference!

Our chef's unique vegetarian base blended with delicate herbs and juicy ripe tomatoes creating this truly impressive dish.

Nooghetti is a fusion of modern cooking techniques and century old recipes, specially blended and cleverly spiced to bring you superb authentic Italian cuisine.

The secret lies in it's unique cooking technique where pasta and accompanying delicacies are presented in

perforated bags, ready to be boiled and served in just 4 minutes.

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Nooghetti. The Quick Cooking Spaghetti.

Nooghetti will also be supported with a Magazine Advertising Campaign, and by utilising this traditional 'recipe' media, Nooghetti will build success through a strong simple message.

After extensive market research it was noted that the discerning consumer was looking for a simple, easy to prepare pasta dish without all the hassle of preparation.

Nooghetti



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Nooghetti. The Quick Cooking Spaghetti.



“Bellissimo!”

Nooghetti Shallot Terriyaki.

Our ‘new wave’ Italian pasta dishes fuse local ingredients and traditions with foods and techniques from Europe, the America’s, and Asia.

A blend of Teriyaki sauce garnished with crispy aromatic deep fried shallot makes for a truly unique pasta with an exquisite Japanese influence.

Nooghetti is a fusion of modern cooking and century old recipes, specially blended and cleverly spiced to bring you superb authentic Italian cuisine.

The secret lies in it’s unique cooking technique where pasta and accompany-

ing delicacies are presented in perforated bags, ready to be boiled and served in just 4 minutes.

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Nooghetti. The Quick Cooking Spaghetti.



“Perfetto!”

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Alfredo is a sauce traditionally made from heavy cream, butter, minced garlic, parsley, and Parmesan or Romano cheese.

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The secret lies in it's unique cooking technique where pasta and accompany-

ing delicacies are presented in perforated bags, ready to be boiled and served in just 4 minutes.

Quite simply, Nooghetti's got it in the bag!



Nooghetti. The Quick Cooking Spaghetti.



“Mamma Mía!”

Introducing Hot, Sweet & Sour.

Our 'new wave' Italian pasta dishes fuse local ingredients and traditions with foods and techniques from Europe, the America's, and Asia.

A perfect combination of choice chilli, garlic, sugar and vinegar resulting in a zesty Hot, Sweet & Sour taste that leaves you craving for more.

Nooghetti is a fusion of modern cooking and century old recipes, specially blended and cleverly spiced to bring you superb authentic Italian cuisine.

The secret lies in it's unique cooking technique where pasta and accompany-

ing delicacies are presented in perforated bags, ready to be boiled and served in just 4 minutes.

Quite simply, Nooghetti's got it in the bag!



Nooghetti. The Quick Cooking Spaghetti.

“Instore Posters!”



“Bellissimo!”



Nooghetti. The Quick Cooking Spaghetti.



“Magnifico!”



Nooghetti. The Quick Cooking Spaghetti.

All of Nooghetti’s Promotional Material has been designed to keep our core brand values and positioning uppermost in the consumers mind.

This all starts from the store level and builds strongly upwards.

Nooghetti

“Editorial Ideas!”

A PRESS RELEASE.

Nooghetti dishes up a Clasico!

Nooghetti, the quick cooking spaghetti introduces the first 100% vegetarian Bolognese sauce.

A unique vegetarian base blended with delicate herbs and juicy ripe tomatoes. A massive dish.

Nooghetti is a modern and century old recipe spiced to bring you a

And Nooghetti

Nooghetti's special technique where pasta is presented in perforated bags served in just 4 minutes.

Quite simple

A PRESS RELEASE.

Nooghetti surfs a New Wave!

Nooghetti, the quick cooking spaghetti creates a fusion of two opposite cultures.

East meets West in Nooghetti's Shallot Terriyaki and Hot Sweat & Sour.

Nooghetti's 'new wave' Italian pasta dishes fuse local ingredients and traditions with foods and techniques from Europe, the America's, and Asia.

And Nooghetti cooks al dente in just 4 minutes!

Nooghetti's secret lies in its unique cooking technique where pasta and accompanying delicacies are presented in perforated bags, ready to be boiled and served in just 4 minutes.

Quite simply, Nooghetti's got it in the bag!

For further information including pack shots, press-releases, and sample pictures please visit the Media Section of our website:
www.nooghetti.co.uk

Nooghetti

“The Classico’s!”



Bolognese. Magnifico!

The ‘classico’ of Italian pasta, but with a difference!

Our unique vegetarian base blended with delicate herbs and juicy ripe tomatoes creating this truly impressive dish.

Alfredo Sauce. Perfetto!

A tantalizing blend of finely selected ingredients giving the aroma and taste of this Italian classic.

Alfredo is a sauce traditionally made from heavy cream, butter, minced garlic, parsley, and Parmesan cheese.

Nooghetti

“The New Wave!”



Our 'new wave' pasta dishes fuse local ingredients and traditions with foods and techniques from the America's and Asia.

Shallot Teriyaki. Bellissimo!

A blend of Teriyaki sauce garnished with crispy aromatic deep fried shallot makes for a truly unique pasta with an exquisite Japanese influence.

Hot, Sweet & Sour. Mamma Mia!

A perfect combination of choice chilli, garlic, sugar and vinegar resulting in a zesty Hot, Sweet & Sour taste that leaves you craving for more.

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