

SNAP. SHARE. EAT!

- Celebrated chef Skye Gyngell and La Famiglia Rana have created the first ingredients kits for Instagram - to cook, snap and share online, and enjoy at home -



- **Family-run fresh filled pasta brand La Famiglia Rana is taking inspiration from millennials' passion for beautiful food to create a new appreciation for a dish we often prepare in a hurry**
- **The one-of-a-kind, limited edition kits are filled to brimming with everything foodies need for the ultimate Instagram-worthy content (from generous helpings of premium ingredients and restaurant-quality plating instructions, all the way to hand-painted artisanal wooden spoon)**
- **They have been devised by Michelin-starred chef, Skye Gyngell, renowned for her beautiful plating and championing individual ingredients, and Italian fresh-filled pasta makers, La Famiglia Rana**
- **Six variants will be available in an Instagram-inspired La Famiglia Rana store opening next month in London, to get more information on the Kit, please visit www.rana.co.uk/foodieskit**
- **Kits are designed to appeal to both skilled and novice home cooks**

It's often said we eat with our eyes. If that's the case, the internet is the ultimate feast, with hundreds of millions of posts on Instagram using the hashtag #food or a variant of it. And now the online passion for picture-perfect plates has inspired a new must-have for foodies' kitchens: food kits, curated bespoke by a Michelin-starred chef, containing the most Instagrammable ingredients, accessories, garnishes, dinnerware and even assembly instructions required to help home cooks of any skill level create dazzling dishes destined to be shared online.

Family run-and-owned pasta company La Famiglia Rana has been producing the finest fresh filled pasta since 1962. From its humble beginnings when founder Giovanni Rana hand-made and personally delivered fresh tortelloni to friends and neighbours in Verona, it's now a globally recognised brand that continues to uphold the family's core values: using only the best ingredients and pushing boundaries to create the tastiest fresh filled pasta.

The unique kits for Instagram have been devised by chef Skye Gyngell with Italian fresh filled pasta brand La Famiglia Rana. Skye, who runs the celebrated restaurant Spring at Somerset House,

developed bespoke recipes and step-by-step restaurant-standard plating up instructions for six variants of pasta.

Each La Famiglia Rana Kit for Instagram features a feast for the eyes as well as the taste buds, including:

two packs of fresh filled tortelloni from La Famiglia Rana (made using selected quality ingredients for chopped - never blitzed – fillings and an ultra-thin dough); premium produce ranging from extra virgin olive oil from Lake Garda and Taggiasche olives from Liguria to potted herbs, speciality cheeses and seasonal fresh vegetables; accessories, including a beautiful hand-painted artisanal wooden spoon, restaurant-standard plate and hand-printed cotton napkins; and an instruction booklet - with restaurant-quality plating advice, photography tips and bespoke recipe by Skye:

- La Famiglia Rana Spinach & Ricotta Tortelloni with datterini, mint and olives;
- La Famiglia Rana Mushroom & Ricotta Tortelloni with walnuts, parsley and breadcrumbs;
- La Famiglia Rana Aubergine Parmigiana Tortelloni with basil oil and ricotta Salata;
- La Famiglia Rana Chicken & Smoked Pancetta Tortelloni with Radicchio and Parmigiano Reggiano;
- La Famiglia Rana Ragù Bolognese Tortelloni with sage butter, lemon and Parmigiano Reggiano;
- La Famiglia Rana Prosciutto Cotto & Mozzarella Tortelloni with girolles and marjoram

Some of Skye's top tips for plating up dishes with a restaurant-quality edge include:

- **PICTURE PERFECT** It can be tempting, but don't overcrowd your plate – just a few tortelloni will look more appealing in photos and allow you to be more precise and creative with your placement (you can always add another helping after you've taken your photo!).
- **HERO INGREDIENTS** Layer the ingredients on the plate, adding small quantities at a time to achieve a clean look. For example, don't cover your pasta with sauce, distribute nice little drops instead! Use your plate as a blank canvas and let the individual elements be the heroes of the shot.
- **FINISHING FLAIR** When you're cooking/prepping hold back a small amount of a key ingredient as a finishing touch. For example if you're using sage in your recipe, keep some fresh sage leaves and add them just before serving for extra vibrancy and freshness.
- **FEED PEOPLE'S IMAGINATIONS** Think about colour and texture – contrasting bright hues, the shine from a drizzle of olive oil, a sprinkle of nuts or fried breadcrumbs; all that extra elements keeps the eye lingering a bit longer.
- **FRAMING FUNDAMENTALS** Don't stop at the plate. Your pictures should be an invitation – consider accessorising the shot with a glass of wine, a colourful napkin or complementary elements

(so if you've used walnuts, arrange a few walnuts in the shell, or even the open shells). And don't be afraid to have elements a bit off-centre or partially cut out of the frame!

La Famiglia Rana comments, "We've always treated all the ingredients we use for our pasta with reverence and respect – Our pasta is an identity, how we express ourselves. We know that just because something is made with few or simple ingredients, or is ready very quickly, it doesn't mean it's any less special. And La Famiglia Rana family never stopped pioneering in pasta - whether it's inventing recipes or even technology to produce the most miraculously thin pasta dough, always with the highest quality ingredients. So to us, the world's love of Instagram and for food enables people to use it to express themselves, as we do. We want to amaze the world with what happens when even the simplest meal is lavished with extra attention.

"As an Italian family-run company since 1962, sharing has always been one of our deepest values and to us the Instagram food kits are a new way to share a piece of our world. It is the first part of an invitation which we are extending to the food lovers of the UK: we would ultimately like them to join us at our home in Verona to see how we revere the tortelloni, to get to know us in person and eat at our table, and for sure to get some incredible Instagram content too! To find out more about this once-in-a-lifetime experience they just need to look on our packs or our website: www.rana.co.uk and look out for how to join and Dine With Rana."

Skye added "I was excited about working with La Famiglia Rana on a project which helped me share my love for beautiful food, because I too believe that when you show care for every ingredient you can create something marvellous. The world's obsession with photographing our food has fuelled a rise in all sorts of odd-but-edible inventions, turned humble vegetables into mega-trends, transformed restaurant diners into paparazzi and inspired home chefs to spread their wings. I personally think what Instagram has done for food is great. Anything that puts beautiful ingredients on a pedestal, or inspires people to be adventurous and creative – and proud of what they've prepared – is a wonderful thing. Like Rana, I love that pasta is one of those deceptively simple foods: just a few ingredients, but offering endless possibilities for creativity."

The kits will be a featured product at La Famiglia Rana's Instagram-inspired grocery, opening in London next month. Keen Instagrammers can also register their interest via www.rana.co.uk/foodieskit (*Limited edition 2018*)

Individual packs of La Famiglia Rana pasta are also available in selected stores including Ocado, Asda, Morrisons, Nisa, Booths and Sainsbury's from October.

- ENDS -

*For more information or imagery, please contact the Rana Press office on rana@cowpr.com
or call 020 7234 9150*

NOTES TO EDITORS

About the Kits

The Rana Kits for Instagram come in the following six variants:

1. Spinach & Ricotta Tortelloni with datterini, mint and black olive
2. Mushroom & Ricotta Tortelloni with walnuts, parsley and bread crumbs
3. Aubergine Parmigiana Tortelloni with basil oil and Ricotta Salata
4. Chicken & Smoked Pancetta Tortelloni with Radicchio and Parmigiano Reggiano
5. Ragù Bolognese Tortelloni with sage butter, lemon and Parmigiano Reggiano
6. Prosciutto Cotto & Mozzarella Tortelloni with girolles and marjoram

About Pastificio Rana

Pastificio Rana, founded in 1962, totally owned and managed by the Rana family, is a world leader in the manufacturing and sale of refrigerated food products (pasta, filled pasta, ready meals and sauces). The Company has seven factories, is present in 52 countries around the world, and has seen its number of employees quadruple from 2005, to 2,500 people. For more than 55 years Pastificio Rana has focused all its efforts and investment into research, innovation and in the selection of the best raw ingredients, with the aim of delivering only highest quality products and unique taste to its consumers.

About Dine With Rana

This campaign is offering consumers the chance to win a trip-of-a-lifetime to visit Rana in Verona; to be a guest at its dinner table, make pasta with the family and be enveloped in the passion and beauty of the estate and surrounding Verona. Details of the competition can be found on the website: www.rana.co.uk



LIMITED EDITION

La famiglia
RANA

FRESH PASTA KIT FOR FOODIES
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SPINACH & RICOTTA TORTELLONI

with datterini, mint & olives

YOU WILL NEED

- INSTAGRAM KIT
- CAMERA/PHONE
- LARGE PAN
- SKIMMER

INGREDIENTS

- 1 pack of La Famiglia Rana Spinach & Ricotta tortelloni
- Plump datterini tomatoes
- Taggiasche olives
- Garlic cloves
- Red wine vinegar
- Extra virgin olive oil
- Marjoram leaves
- Fresh mint
- Dried chilli, for crumbling
- Salt and pepper

THE RECIPE

- Pre-heat the oven to 180°C.
- Pierce 300g of the datterini tomatoes with a small sharp knife to allow the juices to run out during the cooking and intensify the flavour of the sauce.
- Place in a bowl and add 1 tbsp vinegar, 2 tbsp extra virgin olive oil, a pinch of salt and ½ tbsp marjoram leaves.
- Toss together to coat the tomatoes and place in a baking tray. Roast in the middle shelf of the oven until soft and tender.
- Remove from the oven and spoon the tomatoes and the cooking juices into a shallow saucepan.
- Place over a medium heat and add 2 garlic cloves, 20 olives and 1/3 tbsp dried chilli.
- Cook gently for 5 mins just to allow the flavours to marry. Taste and adjust seasoning if necessary.
- Finely chop the leaves from 3 sprigs of mint, stir through and bring a large pot of salted water to a boil and cook tortelloni for 2 minutes.
- Drain delicately with a skimmer and place tortelloni in the saucepan, adding 2 tbsp of pasta cooking liquid.

SKYE'S TOP FIVE PLATING TIPS

PICTURE PERFECT

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HERO INGREDIENTS

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FINISHING FLAIR

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RANA
LIVE LIFE GENEROUSLY

THE PASTA REVOLUTION

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Armed with nothing but his beloved Moto Guzzi red scooter with a basket on the back, Giovanni began delivering his hand-made pasta far and wide.

From father Giovanni to his son Gian Luca, this story of love and passion continues. Today, thanks to Gian Luca's vision and to his innovative soul, the Rana family brand is known across the globe for the quality and taste of its products.

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AUBERGINE PARMIGIANA TORTELLONI

with basil oil & ricotta salata

YOU WILL NEED

- INSTAGRAM KIT
- CAMERA/PHONE
- LARGE PAN
- SKIMMER

INGREDIENTS

- 1 pack of La Famiglia Rana Aubergine Parmigiano tortelloni
- Hard ricotta salata cheese
- Fresh aromatic basil
- Extra virgin olive oil

THE RECIPE

- Place the leaves of a large bunch of basil in a food processor with a pinch of salt.
- Turn the motor on and drizzle 120ml extra virgin olive oil through the funnel.
- Bring a large pot of salted water to a boil and cook tortelloni for 2 minutes. Drain delicately with a skimmer and place in a bowl.
- Spoon over the basil oil and toss gently to coat the pasta - the sauce should be fairly light.
- Grate over the ricotta salata and serve.

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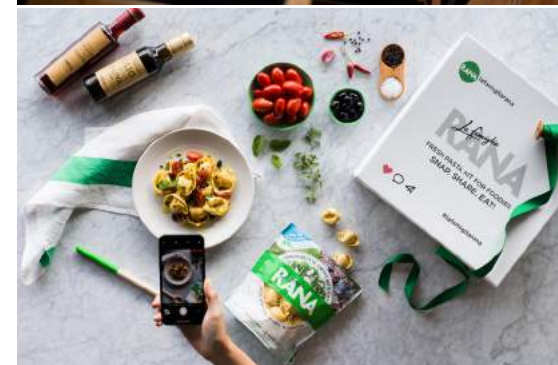
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PROSCIUTTO COTTO & MOZZARELLA TORTELLONI

with girolles & marjoram

YOU WILL NEED

-  INSTAGRAM KIT
-  CAMERA/PHONE
-  LARGE PAN
-  SKIMMER

INGREDIENTS

- 1 pack of La Famiglia Rana Prosciutto Cotto & Mozzarella tortelloni
- Earthy and delicate fresh girolles
- Aromatic garlic
- Fresh marjoram
- Lemon juice
- Extra virgin olive oil
- Fresh quality butter
- Sea salt and freshly ground black pepper

THE RECIPE

1. Clean 150g girolles gently with a brush to remove any dirt.
2. Place a sauté pan over a medium heat; once warm add 2 tbsp butter and 1 tbsp extra virgin olive oil. When the butter is melted add 1 tbsp chopped garlic and stir to combine.
3. Turn the heat up slightly then add the mushrooms. Cook without stirring too much until the mushrooms are tender to the bite.
4. Add ½ tbsp juice from the lemon and the leaves from 2 sprigs of marjoram. Season with salt to taste and plenty of freshly ground pepper.
5. Cook the tortelloni for 2 minutes in a larger pot of salted boiling water.
6. Strain delicately with a skimmer and add to the sauté pan along with 1 tbsp of pasta cooking water.
7. Toss gently to combine then divide among warm plates and serve.

SKYE'S TOP FIVE PLATING TIPS

PICTURE PERFECT

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HERO INGREDIENTS

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CHICKEN & PANCETTA TORTELLONI with radicchio & Parmigiano Reggiano

YOU WILL NEED

- 📦 INSTAGRAM KIT
- 📷 CAMERA/PHONE
- 🍳 LARGE PAN
- 🔍 SKIMMER

INGREDIENTS

- 1 pack of La Famiglia Rana Chicken & Pancetta tortelloni
- Fresh, bitter radicchio or trevisse
- Crème fraîche
- Parmigiano Reggiano
- Fresh free range eggs
- Warming nutmeg
- Black pepper and sea salt
- Fresh, quality butter

THE RECIPE

1. Bring a large pot of well salted water to the boil.
2. While the water is boiling place a separate pan on the stove and add 100ml of crème fraîche and bring it to just under a boil.
3. Add 100g of freshly grated Parmigiano Reggiano, a small pinch of finely grated nutmeg and pinch of black pepper. Place 1 egg yolk in a bowl and whisk in the hot cream.
4. In a sauté pan put 2 tbsp butter and finely sliced leaves of 2 heads of radicchio for 5 minutes.
5. Cook tortelloni for 2 minutes, then drain delicately with a skimmer and place in the sauté pan.
6. Simmer gently over a low heat, tossing gently to coat the pasta.
7. Divide the tortelloni among plates and spoon a little of the warm cream on top.

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MUSHROOM & RICOTTA TORTELLONI

with Pecorino Romano, walnuts and breadcrumbs

YOU WILL NEED

- 📦 INSTAGRAM KIT
- 📷 CAMERA/PHONE
- 🍳 LARGE PAN
- 🥄 SKIMMER

INGREDIENTS

- 1 pack of La Famiglia Rana Mushroom & Ricotta tortelloni
- Walnuts
- Garlic cloves
- Fresh flat leaf parsley
- Crème fraîche
- Fiery red chilli flakes
- Pecorino Romano
- Unwaxed lemon
- Extra virgin olive oil
- Breadcrumbs

THE RECIPE

1. Shell around 200g of walnuts; toast gently in a low oven to colour slightly and tickle out their flavour.
2. Place them in a pestle and mortar with 2 cloves of garlic and a pinch of sea salt.
3. Add 1/3 tbsp chilli flakes, 5 tbsp crème fraîche and 75g Pecorino Romano and stir well to combine.
4. Drizzle in some extra virgin olive oil and stir in the leaves from a small bunch of flat leaf parsley, 60g of toasted breadcrumbs and lemon zest. Taste and add a little more salt if necessary.
5. Bring a large pot of salted water to a boil and cook tortelloni for 2 minutes. Drain delicately with a skimmer and place tortelloni in the saucepan. Spoon over the walnut sauce and the pasta cooking liquid.
6. Stir gently to combine and divide into warm plates.

SKYE'S TOP FIVE PLATING TIPS

PICTURE PERFECT

It can be tempting, but don't overcrowd your plate – just a few tortelloni will look more appealing in photos and allow you to be more precise and creative with your placement (you can always add another helping after you've taken your photo!).

HERO INGREDIENTS

Layer the ingredients on the plate, adding small quantities at a time to achieve a clean look. For example, don't cover your pasta with sauce, distribute nice little drops instead! Use your plate as a blank canvas and let the individual elements be the heroes of the shot.

FINISHING FLAIR

When you're cooking/prepping hold back a small amount of a key ingredient as a finishing touch. For example if you're using sage in your recipe, keep some fresh sage leaves and add them just before serving for extra vibrancy and freshness.

FEED PEOPLE'S IMAGINATIONS

Think about colour and texture – contrasting bright hues, the shine from a drizzle of olive oil, a sprinkle of nuts or fried breadcrumbs; all those extra elements keep the eye lingering a bit longer.

FRAMING FUNDAMENTALS

Don't stop at the plate. Your pictures should be an invitation – consider accessorising the shot with a glass of wine, a colourful napkin or complementary elements (so if you've used walnuts, arrange a few walnuts in the shell, or even the open shells). And don't be afraid to have elements a bit off-centre or partially cut out of the frame!



DISCOVER HOW YOU CAN GET ALL OF OUR OTHER FRESH PASTA KITS.

Visit www.rana.co.uk/foodieskit



La famiglia
RANA
LIVE LIFE GENEROUSLY

THE PASTA REVOLUTION

LIKE MOST GOOD STORIES, THE RANA FAMILY'S HAS A HUMBLE BEGINNING, AND IT ALL STARTED WITH A BOY AND HIS LOVE OF PASTA.

Born near Verona in 1937, Giovanni Rana worked at his family's bakery from a young age, where he quickly fell in love with the art of making dough and was inspired to go on to create the most perfect filled pasta.

Armed with nothing but his beloved Moto Guzzi red scooter with a basket on the back, Giovanni began delivering his hand-made pasta far and wide.

From father Giovanni to his son Gian Luca, this story of love and passion continues. Today, thanks to Gian Luca's vision and to his innovative soul, the Rana family brand is known across the globe for the quality and taste of its products.

OUR RULES:

- ✓ No artificial colours and flavours
- ✓ No use of powdered eggs
- ✓ No gums
- ✓ No use of hydrogenated fats
- ✓ No palm oils
- ✓ No use of ingredients containing GMOs
- ✓ All our fillings are chopped not blitzed



RAGU
BOLOGNESE
TORTELLONI



CHICKEN
& SMOKED
PANCETTA
TORTELLONI



SPINACH
& RICOTTA
TORTELLONI



AUBERGINE
PARMIGIANA
TORTELLONI



PROSCIUTTO
COTTO &
MOZZARELLA
TORTELLONI

There are five more delicious fresh filled pasta flavours from La Famiglia Rana you can try!
Find them in the chilled aisle at Ocado, Asda, Morrisons, Nisa, Booths, Sainsbury's (from October) and other selected retailers.



LIMITED EDITION

La famiglia
RANA

FRESH PASTA KIT FOR FOODIES
SNAP. SHARE. EAT!

Don't forget to show us your creations! #lafamigliarana @lafamigliarana

WE BELIEVE IN PREPARING YOUR FRESH PASTA WITH LOVE, AND WE LOVE PREPARING FRESH PASTA TO SHARE.





In this kit you'll find everything needed to create picture perfect plates of fresh filled pasta, curated by **Michelin-starred chef Skye Gyngnell** and **La Famiglia Rana**.



RAGU BOLOGNESE TORTELLONI

with sage butter, lemon & Parmigiano Reggiano

YOU WILL NEED

-  INSTAGRAM KIT
-  CAMERA/PHONE
-  LARGE PAN
-  SKIMMER

INGREDIENTS

- 1 pack of La Famiglia Rana Ragu Bolognese tortelloni
- An unwaxed lemon
- Fresh aromatic sage leaves
- Parmigiano Reggiano
- Unsalted butter
- Sea salt and black pepper

THE RECIPE

1. Bring a large pot of salted water to a boil and cook tortelloni for 2 minutes.
2. Gently melt 100g butter in a saucepan (large enough to hold all the tortelloni). Once the butter has melted add 6 large sage leaves (or 10 smaller ones) and let them infuse while the tortelloni are cooking.
3. Once the tortelloni are cooked, strain with a skimmer, reserving 2 tbsp of the cooking liquid. Add the cooking liquid to the butter and stir to emulsify.
4. Add the zest of your lemon, freshly ground black pepper and cooked tortelloni. Toss gently to coat the pasta in the sage butter.
5. Divide among warm bowls and sprinkle over the freshly grated Parmigiano Reggiano.

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