

Wild Awards

**Title: " Delverde's
Recipe for Nature"**

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Meal/Food shots

Is there anything more symbolic of a simplicity modern man hungers for than a fine meal with family and friends? Can anything surpass the vigor one feels sipping a cold forest stream or breathing mountain air untouched by exhaust? So often the ingredients to a simpler life are pure things that connect us to nature and to each other.

Mountain/stream scenics

Stars/Earth

For all that nourishes can really only come from a single source; a unique mixture of stardust in a small blue sphere is what sustains us, what pulses through us... what we are made of. Life is a recipe combining earth, air and the elements. From this amazing mix come the mountains and the seas, the fish and the fowl, the grape and the grain.

More scenics

More scenics

From the Abuzzo region in Italy, a country most passionate about food, comes Delverde, a food company most passionate about the earth. A simple list of ingredients governs their success. Critical to their success, Delverde appreciates the environment, human resources, pure spring water and the best durum wheat.

Delverde footage w/ logo

Press Kit info/pics

This company is turning something as simple as pasta into a force saving species and places. With a history of environmental action, Delverde has always put an earthly awareness at the forefront of business. They have committed to a full-fledged core business philosophy of bringing genuine, wholesome products direct from the countryside into the homes of their customers.

Delverde seeks only the best raw material, combines them conscientiously into 130 quality products and sells them worldwide. They also raise revenue for natural and environmental concerns.

From the very beginning the company was proactive. When founded in 1970, in the mountains of northern Italy, the company was instrumental in helping to create the local Majella National Park - where its headquarters are situated and from where the pure mountain water flows so critical for pasta manufacturing. Delverde uses only water from the Verde springs, the source of its name. This water comes from deep within the rocks of the Majella mountain range, it is completely free of bacteria, disinfectants, purification agents and low in mineral content.

Print ad samples

Delverde's heartfelt love of nature and purity represent a remarkably distinguishing feature that the public and patrons were already aware of. But this was broadened and reinforced with Delverde's recent "The True Nature of Pasta" advertising campaign. Delverde's ad campaigns have won many national and international prizes, aimed at communicating a philosophy of naturalness through spontaneous association between pasta and natural elements.

Delverde products and WWF logo

Delverde became the first company in the world granted the privilege to print WWF's "panda logo" on all its pasta packages worldwide. This prestigious achievement rewards more than thirty years of dedication to nature preserving causes, and for which the Company is very proud. The Worldwide Fund for Nature, and Delverde became partners in a concerted effort to defend the environment.

WWF pics and video

WWF is one of the world's leading conservation organizations, with the goal of halting and eventually reversing the degradation of our natural environment.

WWF pics and video

Founded in 1961, WWF currently operates in nearly 100 countries, spending an average \$250 Million annually on conservation activities in the field. Almost 5 million people from all over the planet contribute to WWF's efforts to leave our children a living, breathing and ultimately healthy planet. Delverde's customers and consumers can be certain that in choosing their products not only will they have quality guaranteed, but they will also be seriously helping safeguard our common natural heritage, today and for evermore.

Organic product/crop/farming pics

Also key in Delverde's efforts is the launch of the organic foods line, comprising pasta and Extra virgin olive oil. Thanks to the close partnerships established with farming operators, Delverde is now able to use crops coming from three-generation long cycles of organic farming. Delverde organic pasta is exclusively prepared with wheat from fields that do not use pesticides and chemical fertilizers and which help protect the environment. Delverde's organic line thus satisfies the growing demand of consumers, whose lifestyles have made them more attentive to environmental issues, and food processing techniques.

both logos over nature/wildlife scenes

Delverde and The World Wildlife Fund, two inspiring and effective efforts with noble and far-reaching goals. Together they safeguard all species, encourage a more sensible use of natural resources, and promote the reduction of global pollution. A simple recipe in a complex time. Much as a quality meal nourishes the body and sparkling water rejuvenates the spirit, so too can modern man attain pleasure by saving the sights, sounds and simplicity nature offers. Delverde, a tasteful mix of business and caring.

Delverde logo over dining food shots