



Business Report

Quality Frozen Pasta & Pastries

Great food comes from great ingredients. That was the belief upon which we founded this family-run business over a decade ago. And this simple statement has remained our core philosophy since we commenced operations in 2002.

History

Pasta Royale was established in 2002, as a small family run manufacturing firm producing Ricotta Ravioli.

After the success of our initial product, Ricotta Ravioli, Pasta Royale aimed to increase it's product range by introducing the second product; Lasagna.

After the success of both products, Pasta Royale invested in additional machinery in order to start producing cheese and meat filled Tortellini. This, led us to continue increasing our products from pastries to traditional Maltese pastries.

Through strategic investment in both technological and human resources, Pasta Royale has since grown from a small family-run business, into a large manufacturing operation. Today, we can handle large production runs of frozen pasta and pastries to satisfy the demands of both the domestic and international markets.

To make sure we deliver superior quality to our customers we are constantly investing in our technical and human resources to ensure that our products meet the highest quality standards and are fully **HACCP** compliant.

Our facility is also able to manufacture food in compliance with **halal** practices, should that be required.

This enabled us to start exporting our products to the Arabic market in 2012. The core products exported were our famous Ricotta Ravioli, along with our Pastizzi referred to as Burik Malti in the Arabic region.



Our Products

Pasta Royale is currently manufacturing approximately 30 different products, however our Ravioli are still the best known product with our local customers.



Pasta Royale aims to produce state-of-the-art products and this is possible by using the best raw materials in the market, thus, fresh ingredients are delivered to our premises daily to ensure that we deliver the best possible product to our esteemed clients.



Pasta Royale has expanded its product range and is now producing a variety of products such as pies, pasta, pizzas and pastries all of which come in different sizes and fillings. We also produce traditional Maltese food such as **pastizzi** and **imqaret**, which are highly demanded by our customers.

In order to produce its products Pasta Royale uses both human and technological resources. Traditional Maltese food such as our pastizzi are all made by hand by a skilled workers know as the *Pastizzar* in Maltese. While our Ravioli and other pasta are produced by a fully automated production line which helps us ensure a standardised product. Tortellini, Lasagne and our Cannelloni are also produced via machinery. While pies, pizzas etc are produced by part machinery and part by our labour force.



List of Products

1. Ricotta Ravioli
2. Salmon Ravioli
3. Spinach & Ricotta Ravioli
4. Lasagne
5. Tortellini (Meat, Cheese)
6. Short Crust Pastry
7. Puff Pastry
8. Pizza Pastry
9. Pizza Balls
10. Sweet Pastry
11. Pastizzi Large (Ricotta, Peas)
12. Pastizzi Party (Ricotta, Peas)
13. Pastizzi Puff Large (Ricotta, Peas)
14. Pastizzi Puff Party (Ricotta, Peas)
15. Qassatat Party (Ricotta, Peas, Spinach)
16. Qassatat Large (Ricotta, Peas, Spinach)
17. Sausage Rolls Party
18. Sausage Rolls Large
19. Sausage Rolls WUDY
20. Ftira
21. Pizza x5
22. Pizza Party
23. Pizza Base
24. Imqaret Large
25. Imqaret Party
26. Pies Small*
27. Pies Large*
28. Cannelloni Ricotta
29. Cannelloni Ricotta & Spinach

The Local Market

After fifteen years of production Pasta Royale is proud to be present in all of the island's leading supermarkets as well as many other small outlets, hotels, and restaurants.

We also provide the possibility to produce goods under **private labelling** i.e. produce goods with different brand names. This is generally used for supermarkets.

Pasta Royale has a sales team which takes the finished product and delivers it to the outlets in our highly equipped refrigerated vehicles. We currently have two individuals with two separate routes which go around the island daily to make sure our products are found in every grocer and supermarket on the island.

Gaining more clients is always a priority for Pasta Royale, and in order to do so we have engaged in **sales promotion** various times. The most effective sales promotion is usually done at the supermarket where shoppers can taste the product and can buy the product there and then.

*Ricotta, Spinach & Ricotta, Spinach & Tuna, Meat, Chicken

Exportation

After the success Pasta Royale had in the local market we decided it was time to start serving customers from international markets.

SIAL Food Expo

The first step was by taking part in SIAL Food Expo 2012 in Paris, France.



We aimed to set up a stand which, not only provided potential customers with information about our business but, also provided these customers with cooked products which they could taste there and then. This was a massive advantage which attracted many people to our stand.



Libya Food Expo

In 2013 Pasta Royale showed interest in entering the Libyan market, thus the Libya Food Expo 2103 proved to be the perfect opportunity to start introducing our products into the country.



Like the previous exhibition, our stand had a chef, who was in charge of providing cooked products for all the visitors at our stand.

After a few months we sent our first lot of products into the Libyan market which consisted of Ricotta Ravioli and Pastizzi (known in Libya as **Burik Malti**). We also provided an arabic label to ensure that our product satisfies Libyan consumers.

Currently, we are not exporting our products to Libya, however we would find no difficulty in doing so, as we have the necessary resources to cater for an additional market.



Logistics

At Pasta Royale we have invested in logistical support structures to ensure our products can reach our international customers in a timely and cost efficient manner.

Having fully computerised machinery proves that Pasta Royale can keep up with both local and international demands as the process starts with ingredient mixing to blast freezing and no food handling is necessary, this makes the entire process much faster and efficient.

We are fully aware that all markets have different requirements and so Pasta Royale is always willing to make any necessary adjustments to its products, be it labelling in different languages or using different materials (such as halal meat) we are always ready to satisfy our customers.



Pasta Royale in Motor Sport

