

MISSION STATEMENT BARILLA

La nostra Missione “**Buono per Te, Buono per il Pianeta**” è semplice: tutti i nostri prodotti e marchi devono portare nel mondo **cibo** che sia **buono, sano e proveniente da filiere responsabili**, ispirato allo **stile di vita italiano** e alla **Dieta Mediterranea**.

<https://sustainability18.barillagroup.com//it>



Our mission: to provide the world with tasty and healthy food,
inspired by the Italian lifestyle and the Mediterranean diet,
all supplied by mindful industries.

“Good for you, good for the planet”.

Our mission: to provide the world with **tasty** and healthy food,
inspired by **the** Italian lifestyle and the Mediterranean diet,
all supplied by **mindful industries**.

“Good for you, good for the planet”.

Tasty -> good, delicious, tasteful

The -> ?

Mindful -> aware, sustainable

Industries -> supply chain, production chain