



## Success stories

### I Pastai

Authenticity and innovation drive national retail success

## Differentiation is the key

The Founders, both qualified chefs, are driven by their passion to craft the same restaurant quality fresh pasta they used to make in their restaurants in Italy. In a crowded retail space, differentiation was the key to their success.

## Making the leap from local to national and international

The challenge the business faced was how to scale up an artisan business to first national and then international scale without sacrificing quality and authenticity. The answer was using appellation-controlled authentic ingredients such as reggio parmigiana

and targeting under serviced market segments including vegan consumers.

With help from Australian Government Entrepreneurs' Programme Growth Facilitator, Gabor Hernadi, the business has overcome COVID-19 induced international supply chain challenges, executed a successful differentiation brand strategy and created a solid operation base to support increased production and sales.

### A team approach provided 360 degrees support

To provide comprehensive support, Gabor has facilitated several specialist advisory services within the Entrepreneurs' Programme including the BDigital Advisory service to assist with the digitisation and end-to-end integration of the business' Management Information System.

Regular progress meetings assisted the business to maintain control over the rapid growth and prioritise opportunities through a structured business planning process.

“The comprehensive support from the Entrepreneurs' Programme enabled us to Realise our vision for the business through the turbulent times of 2020.”  
Luca Galaverna, Owner Director I Pastai.

## A bright future ahead

The business is well positioned for continued growth through:

- Established digital marketing capabilities allowing direct communication of differentiating value proposition to end-users in support of shelf-offtake at retail
- Real time visibility of costs and performance
- Meeting pre-qualification requirements of national grocery chains including (1) EDI; and (2) digitised HACCP and SQF compliance.