



## A DATASSENTIAL CASE STUDY

- **\$4 billion in revenue**
- **Sold in over 100 countries**
- **Over 8K employees**
- **29 production districts**

Selling a brand within the food commodity space is very challenging. To do so successfully requires a marketing strategy that transcends the product itself. Datassential client Barilla, an Italian company known best in the US for its dry pastas, does this exceptionally well by making strong connections with its customers to deliver value that goes far beyond selling high-quality pasta.

### SPOTLIGHT CLIENT

Barilla is the leading brand of dry pastas in the US with Italian roots that dating back to 1877. As Marketing Manager for Barilla for Professional's U.S. division, Jeanette Gerger came into the job ready to accept the challenge of growing this business. With a background in consumer research, Jeanette viewed unfettered access to reliable, up-to-date industry research and data as critical to her success.



**Jeanette Gerger**  
Marketing Manager

### THE CHALLENGE

Upon starting at Barilla in 2019, Jeanette was relieved to learn that Barilla already partnered with data and research providers. "Barilla is an organization that recognizes the value of research," she thought. However, almost right away, Jeanette faced challenges with the then-chosen tools. Overall, the systems were cumbersome to self-navigate, and it was often difficult to determine what support was included within existing agreements. Obstacles in getting to data/insights and time-consuming processes just meant wasted research funds. Frustrated with the situation, Jeanette decided to reach out to a former colleague of hers who happened to work at Datassential.



## THE SWITCH

Jeanette was immediately impressed with Datassential. Not only did they have the data and intelligence she had been seeking, but she also loved how incredibly easy the tools were to use. Yet, the thing that really sold her on Datassential was the people she interacted with.

“The team was so open to collaborating with me. They really took the time to understand my unique challenges and needs so they could empower me with the right solutions and tools,” recalled Jeanette when reflecting on her first impression of Datassential. “I started working with them toward the end of 2019, nine months into my tenure at Barilla, and I have not looked back since.” Today, Barilla subscribes to Datassential’s MenuTrends US, MenuTrends Canada, and Haiku, while purchasing additional data as needed for specific projects.

## THE IMPACT

Led by Jeanette’s passion for data and research combined with the simplicity of using Datassential tools, teams across Barilla started leveraging the insights the platform offered to deliver better outcomes - whether it was the retail team using consumer trends data to power innovation around flavor extensions or the field sales team using operator insights to become value-added partners. Datassential was enhancing processes and outcomes across the organization.

Datassential also helped Jeanette transform the foodservice team into an engine of innovation. An example of this is the launch of Barilla Frozen®, a brand-new offering. Leveraging Datassential’s COVID-19 research that discussed how stretched restaurant chefs were looking for ways to reduce turnaround time in the kitchen and products that were time- and labor-saving, Jeanette made a successful case to test and ultimately launch frozen pasta. Given the immense operator needs, project timelines were accelerated to bring this to market quickly. The COVID-19 research coupled with Firefly data helped the sales team prospect and target key operators and foodservice segments once launched. Early indicators from the accelerated launch, especially feedback from operators, continues to be very positive.

## WHY THEY ARE LOYAL DATASSENTIAL USERS

Since starting at Barilla, Jeanette has nearly doubled her team’s research budget by proving high-quality, easily accessible, highly actionable data can have a meaningful impact on an organization. With Datassential, teams at Barilla are empowered with the insights to inspire innovation and the data to make better business decisions.

While research has always been in the DNA of Barilla, Jeanette has made actionable data a core part of their Foodservice Marketing strategy and has used Datassential information to inform new product launches and strategic shifts. She looks forward to continuing to evolve and expand the partnership moving forward.

***“We get so much value out of the product because it is easy to use and the team is ready to help.”***

***- Jeanette Gerger***

