

TOSCANA
GRANI
ANTICHI



PASTA *Valentini*
• NATURALLY GOOD. •



“GRANI ANTICHI”

Grani Antichi Valentini, that is “Ancient Grains”, is a gastronomic culture project that was set up and developed with a specific goal: **to blend tradition and craftsmanship with a “contemporary feel”**. The main driver is to mix origins and innovation by using good food as a communication tool. So food is art, culture, craft, style, ideas, love...food is... Taste, curiosity, quality, research, and above all passion are the ingredients that underpin our project with its flavour of freshness and youthfulness. **The project stemmed from the idea that it is vital to nourish the senses and satiate them with good, healthy, proper foods** in our attempt to explore and discover the worlds that lie behind what we eat. We want to intrigue the palate, stir up the emotions, startle the senses, awaken jaded palates.

“TO EAT CONSCIOUSLY”: THEREIN LIES THE SECRET OF LIVING WELL AND FEELING FIT.

Not everyone knows what's hidden behind what we swallow; most people merely gulp their food down in complete, or almost complete, ignorance of the tales that good food made from natural ingredients could tell, and the expertise, love, and dedication required to create food of superb quality. How a computer, mobile phone, or television, works is well known to all in the minutest of detail. We all keep up to date with the latest gossip. Everyone wears fashionable, expensive clothes. But no one invests at all in good food, forgetting that food is the first and best form of prevention that we can work on ourselves, in addition to being an opportunity for enrichment, both hedonistic and cultural. A dulling of the senses, globalized tastes, lack of information, knowledge, and above all any sense of curiosity, which have generated approximations and distortions in our approach to nutrition. **“Grani Antichi” aims to promote a culture of gastronomic excellence, which is a key part of the historical and cultural popular heritage of Italy, however often forgotten, because of the dominance of processed food, which is highly convenient but ultimately very bland, and is often nutritionally of doubtful organoleptic quality and lacking in “naturalness and freshness”**. Our products carry their own brand name. There's no 'Big Food' lurking behind them. We are convinced that we must consume, appreciate and promote what our country, Italy, still knows how to produce using all its craft and artisanal skills and expertise, without needing to emulate anyone, but rather by forging new paths and preserving our ancient traditions and customs.

CONSUMER PROFILE

These products meet the yet unsatisfied demand of the consumers seeking products with certainty of origin, complete traceability (from sowing to milling), and beneficial properties for their body. Consumers are also very aware of and care about the consequences their purchase choices have on the environment and on their personal health. This segment consists mainly of educated women between 40 and 52 with children over 6 years. This segment is looking for a product with a full satisfying taste which is also nutritious while also offering a moment of wellbeing.

WHERE OUR GRAINS GROW


Our grains are cultivated in Tuscany in the National Park of the Foreste Casentinesi near the Sasso Fratino Nature Reserve, a UNESCO World Heritage site, on land located at 400 meters above sea level.

WHERE OUR GRAINS ARE GROUND

They are ground in the ancient Molino Paoli mill using a stone mill that preserves the entire grain using low milling speed so as not to degrade their lipid vitamin properties. This method also preserves the wheat germ, which contains particularly valuable nutrients such as:

- Vitamins E-B
- Mineral salts: phosphorus, potassium and magnesium
- Fibre
- Antioxidant

Characteristics that one can find only in flour made from "Grani Antichi" ancient grains.



"VERNA" WHEAT IS AN ANCIENT VARIETY GROWN ALL OVER TUSCANY

- Its purity has been maintained over the years thanks to the tireless efforts of the Tuscan Seed Agency *Ente Toscano Sementi*
- High digestibility - only the 0.9% of gluten
- Free from any X-and Y-Ray-induced mutagenesis contamination from radioactive cobalt, to which actual grains were exposed for the sake of productivity in the 1970s. This genetic mutation appears, based on recent research studies, to have been responsible for the onset of celiac disease.
- Completely glyphosate-free

REFERENCES



UNIVERSITY OF FLORENCE • RESEARCH STUDIES ON VERNA WHEAT

At the University of Florence, the following trial was carried out and published in the International Journal of Food Sciences and Nutrition. 45 healthy adults, aged 50 and over, were enrolled and asked to eat different types of bread in their diets over three consecutive periods lasting two-months each.

The sample was divided into two groups of 22 and 23 people. For the first eight weeks, both groups were given bread made with the ancient Verna wheat to eat. The first group were given bread made from organically cultivated grain, the other from traditionally cultivated grain. They then had to spend the same amount of time eating bread made using modern Blasco wheat. Finally, during the last two months, they again returned to eating bread made from ancient grain, with the first group eating Gentil Rosso quality, and the second Autonomy B quality, both cultivated using conventional methods.

A medical inspection showed a significant lowering of total cholesterol, and of "bad" cholesterol in particular, and of blood glucose levels at the end of the two-month periods in which volunteers had been fed bread made from ancient grains. No difference, however, was found in levels of cardiovascular health at the end of the two months in the case of ordinary bread made from modern cereals.

Stefano Sofi, associate professor of Food Science at the University of Florence, who led the research, adds:

"Following the months in which they ate bread made from ancient grains, it was observed that increased circulatory levels of the stem cells that repair damaged blood vessels were generated by the bone marrow. Levels like these are a sure sign of well-being."

N.B: Other similar tests were carried out by eating pasta".

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