



# Cous Cous

## GLUTEN - FREE



# Gluten-Free Cous Cous

Molino Filippini produces its specialty Couscous directly in-house, starting from carefully selected gluten-free flours milled within the company. Thanks to a dedicated production plant, the entire process is managed internally, ensuring high quality standards, full traceability, and strict control of gluten-free production.

The range includes two product lines:

- **Il Mio Cous Cous** - the conventional line, offering versatile gluten-free cous cous made from selected specialty flours.
- **Organic Cous Cous Line** - part of a sector where Molino Filippini has been a pioneer, reflecting the company's strong commitment to organic agriculture for more than 40 years.

This production approach allows Molino Filippini to combine milling expertise, innovation and long-standing experience in gluten-free and organic products.



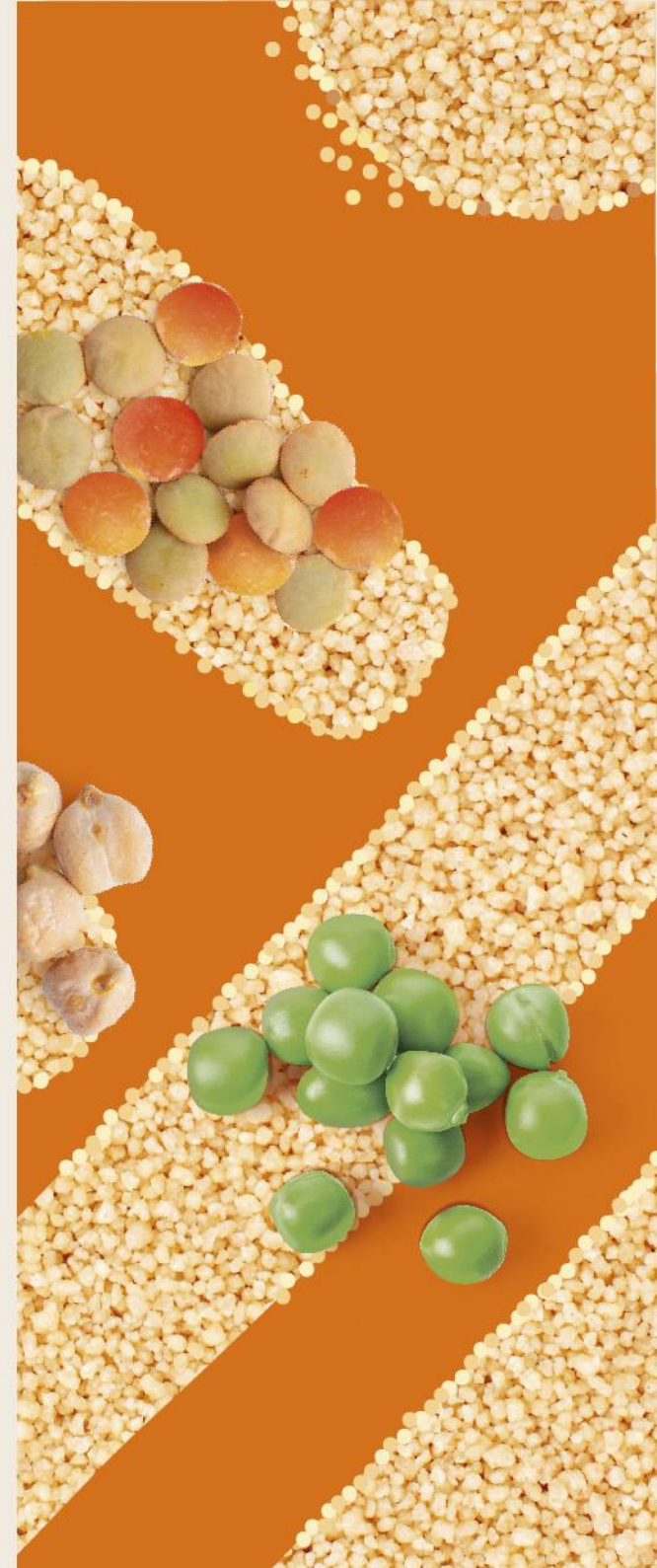


MOLINO  
**FILIPPINI**

*il mio*  
**COUSCOUS**

*Che gusto la vita.*

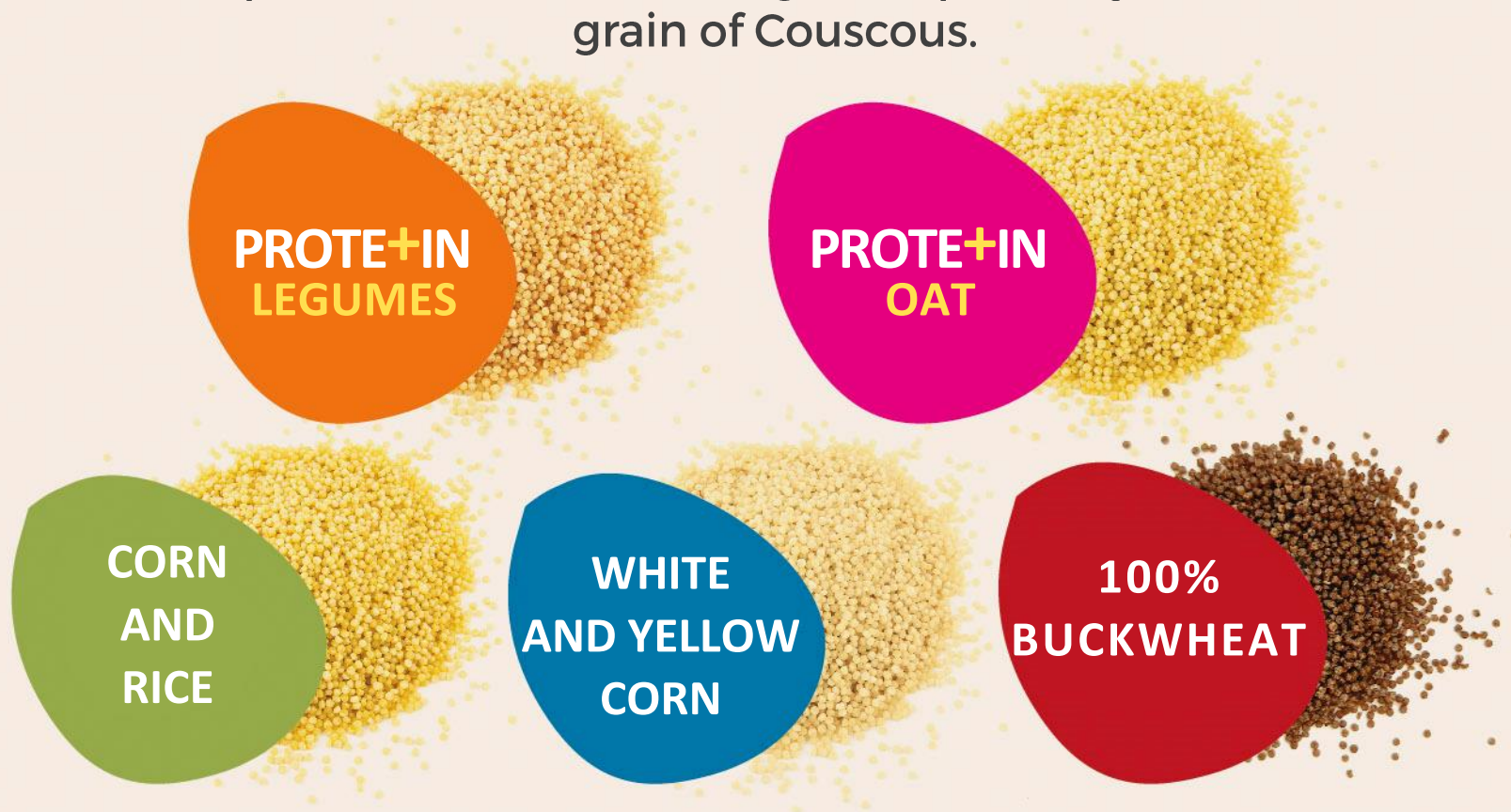
[www.molinofilippini.com](http://www.molinofilippini.com)





## Enthusiasm and curiosity in a new, healthy and tasty main course.

Made from premium cereals and legumes perfectly blended into every grain of Couscous.





WHAT FLAVOR ARE YOU FEELING TODAY?



**STRONG**



**DELICATE**





Strong  
taste



**PROTE + IN  
LEGUMES**  
250 g

NATURALLY **PLANT BASED**

NATURALLY **GLUTEN-FREE**

Enriched with  
Pea Protein Isolate



Energetic  
taste

**PROTE + IN  
OAT**  
250 g

NATURALLY **TASTY**

NATURALLY **LACTOSE-FREE**

# Target Consumer: The Protein Seeker



## SPORT PASSIONATE

**Active, determined and goal-oriented.**

Practices sports regularly and seeks extra protein to support muscle recovery and performance.

Prefers plant-based or alternative sources of protein over animal ones.



## PROTEIN LOVER

**Pragmatic, precise and strict.**

Precise and self-disciplined, always mindful of what's on the plate.

Follows a high-protein diet and loves discovering new ways to boost daily protein intake.



## VEGAN & VEGETARIAN

**Eco-conscious and nutrition-focused.**

Does not consume animal-based proteins and compensates through balanced plant-based alternatives.



## BALANCE SEEKER

**Pays attention to diet and cares about the origin of food.**

Seeks simplicity and authentic taste. Stays active to feel good, not to chase performance.

Prefers plant-based alternatives, having reduced animal protein intake for ethical or health reasons.



**cheerful**

**CORN AND RICE**

**375 g**



**bold**

**100% BUCKWHEAT**

**375 g**



**tasty**

**2 CORN**

**375 g**

# Buyer Persona



## HEALTHY PLAYER

**Mature, mindful, and financially comfortable.**  
Embraces a holistic lifestyle that blends sport, healthy eating and self-care.  
Seeks quality and lightness, allowing for the occasional indulgence.



## URBAN TASTER

**Young, dynamic and trend-driven.**  
Lives in the city, enjoys modern social experiences and outdoor leisure.  
Spends willingly on what's new, stylish and convenient.  
Always looking for smart, time-saving solutions that fit a fast-paced lifestyle.



## FOOD LOVERS

**Dynamic, active and food-savvy.**  
Enjoys experimenting in the kitchen and values food that's both healthy and indulgent.  
Willing to spend more for genuine quality and everyday wellbeing.



# Cous Cous

## GLUTEN - FREE

## ORGANIC



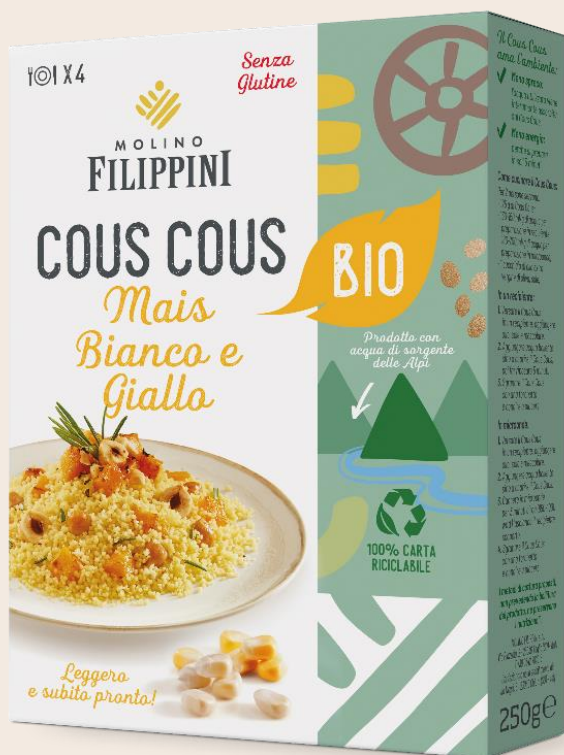
# Organic Line



## Organic Buckwheat Couscous

The organic buckwheat is the main ingredient of a gluten-free and rich in fibre Couscous characterised by a delicate and distinctive taste. The buckwheat comes from an organic farm-to-table supply chain.

# Organic Line



## Organic White & Yellow Corn Couscous

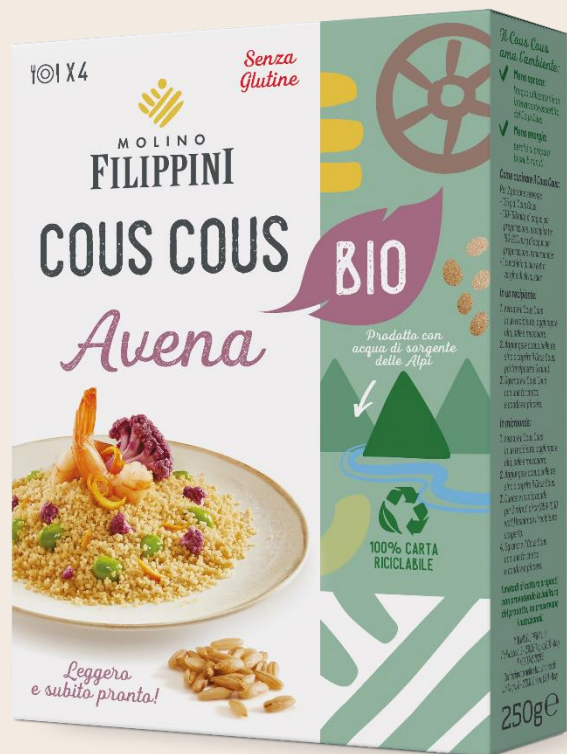
Organic corn from Italian cultivation, rich in potassium, iron and vitamins of group B is the main ingredient of this light and quick cooking Couscous. Ideal for those, who follows a gluten-free diet without sacrificing taste.

## Organic Corn & Rice Couscous

Organic Rice & Corn are the main ingredients of this ideal for light and tasty summer salads. Its delicate taste combines with any food, like vegetables, fish and meat. Its pleasant taste satisfies the taste of everyone.



# Organic Line



## Organic Oat Couscous

The Oat, which is the main ingredient of this Couscous, comes from organic cultivation. The Oat is rich in fibres and iron, with a delicate taste and satiating power. The Oat Couscous is an ideal hel for health-conscious people who puts happiness and health on the table.

## Organic Chickpea, Pea, Red and Yellow Lentils Couscous

Chickpeas, peas, and red & yellow lentils from organic cultivation are the raw materials making up this high protein content Couscous, which is ideal for those, who looks for an alternative to the usual first courses in order to feel fit with taste.



# Taste and sustainability: Our production process



- *100% Made in Italy*, in a facility dedicated to gluten-free and plant-based products.
- Focus on *legume-based* and *ancient grain* couscous – natural sources of protein and fibre.
- Traceable and responsibly sourced raw materials.
- Designed for modern consumers seeking healthy, tasty and easy-to-prepare meals.

# Molino Filippini Cous Cous is environmentally friendly

At Molino Filippini, sustainability is not just a principle, it's part of how we think, produce, and package. Our love for the planet goes hand in hand with our passion for good, healthy food.



## Low waste:

each portion absorbs exactly the water needed – no leftovers, no waste.



## Energy saving:

ready in just 5 minutes, with minimal energy use.



## Eco-conscious packaging:

90% recycled paper and 100% recyclable.



## Smart sustainability:

designed for modern consumers and retailers seeking products that combine taste, health and environmental responsibility.

# Shelf Positioning

## Pasta

## Rice



## Ready Meals



# Logistics

(100% Buckwheat - 2 Corn - Corn and Rice)

## Product Packaging Size

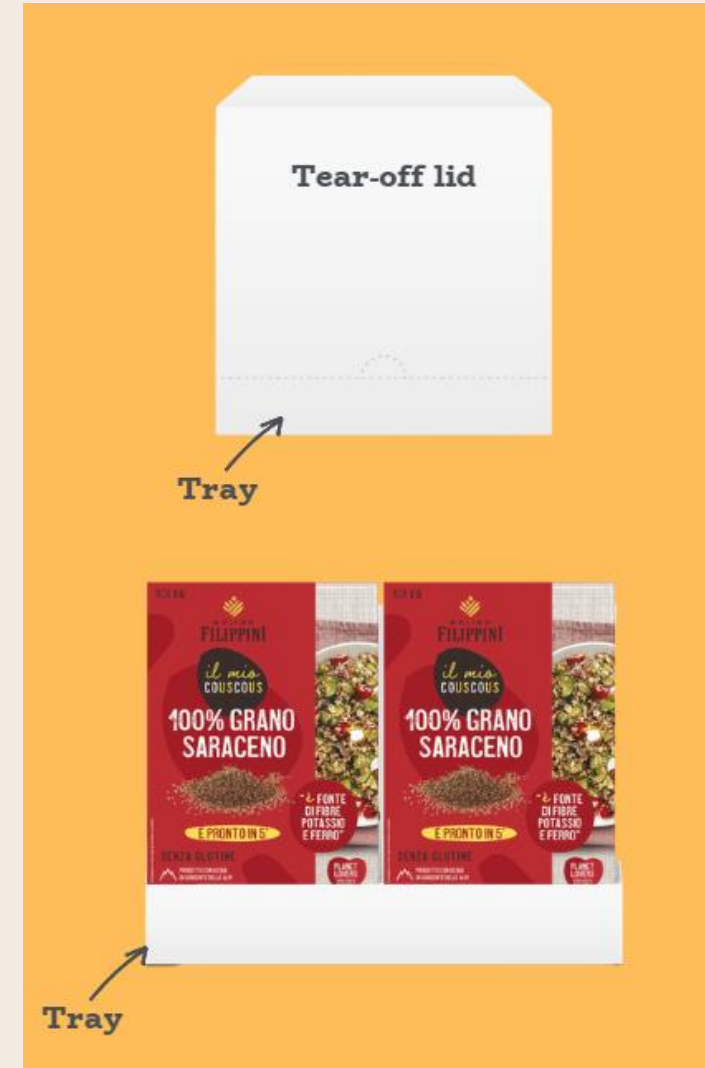
Size cm (HxWxD)	Net Weight	Gross Weight	Shelf Life
18,5X4,5X13,5	375 g	500 g	18 months

## Box Size

Size cm (HxWxD)	Cous Cous x Box	Gross Weight Box	Net Weight Box
19x24,5x28	10	4,5 kg	200 g

## Pallet Size

Size (cm)	Tot Pallet Height (including pallet height)	Box x Layer	Layers x Pallet	Box x Pallet
80x120	145 cm	12	6	72



# Logistics

(100% Buckwheat - 2 Corn - Corn and Rice)



<b>EAN CODE</b>	8000454700015
<b>ITF14</b>	18000454700012
<b>HS CODE</b>	1902401000



<b>EAN CODE</b>	8000454700039
<b>ITF14</b>	18000454700036
<b>HS CODE</b>	1902401000



<b>EAN CODE</b>	800045400022
<b>ITF14</b>	18000454700029
<b>HS CODE</b>	1902401000

# Logistics

PROTE + IN

## Product Packaging Size

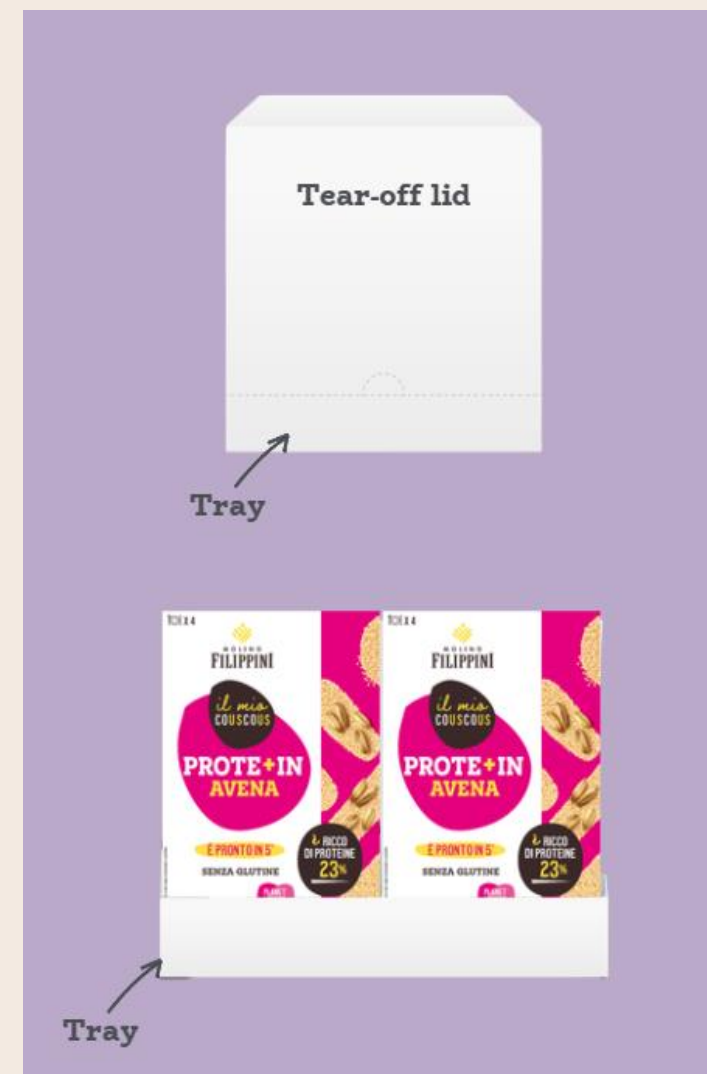
Size cm (HxWxD)	Net Weight	Gross Weight	Shelf Life
18,5X3,5X13,5	250 g	300 g	18 months

## Box Size

Size cm (HxWxD)	Cous Cous x Box	Gross Weight Box	Net Weight Box
19x24,5x28	12	4 kg	200 g

## Pallet Size

Size (cm)	Tot Pallet Height (including pallet height)	Box x Layer	Layers x Pallet	Box x Pallet
80x120	145 cm	12	6	72



# Logistics

PROTE + IN



**EAN CODE** 8000454700084

**ITF14** 18000454700081

**HS CODE** 1902401000



**EAN CODE** 8000454700077

**ITF14** 18000454700074

**HS CODE** 1902401000

# Logistics

## ORGANIC LINE

### Product Packaging Size

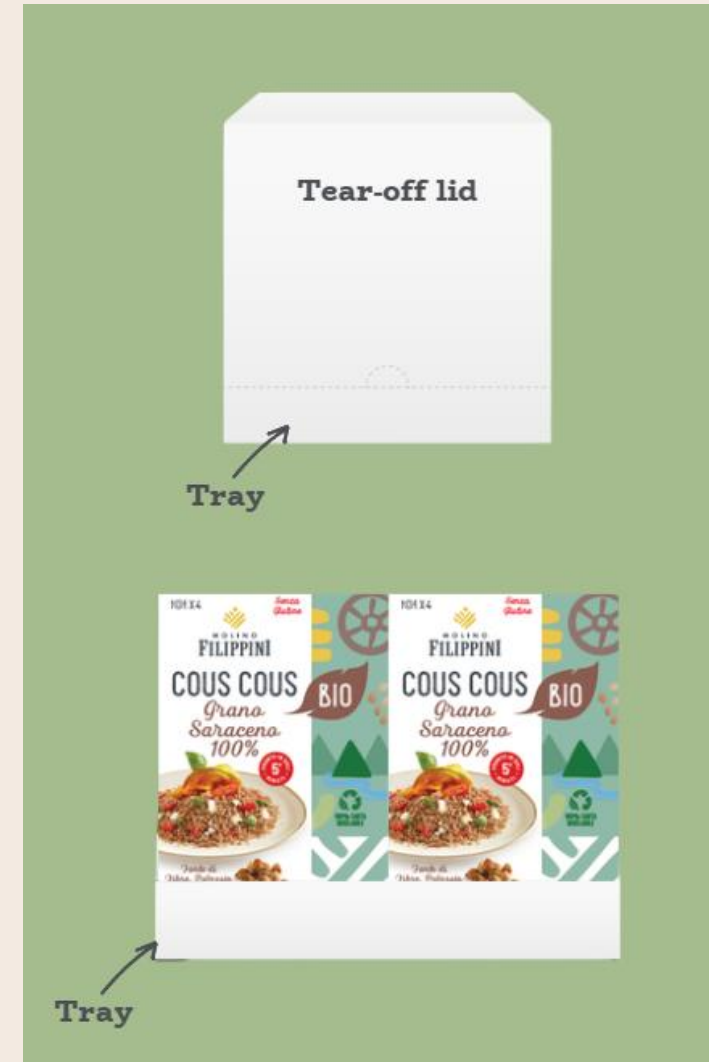
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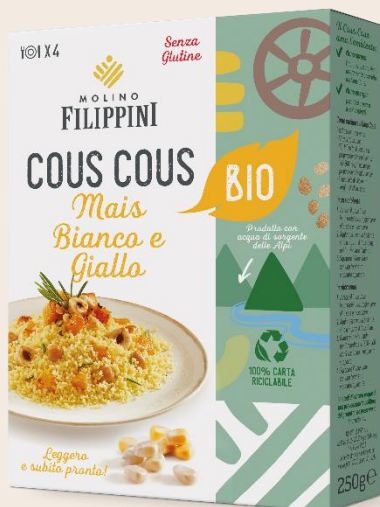


# Logistics

(ORGANIC LINE)



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EAN CODE	8000454701029
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EAN CODE	8000454701043
ITF14	18000454701040
HS CODE	1902401000



EAN CODE	8000454701050
ITF14	18000454701057
HS CODE	1902401000



MOLINO  
**FILIPPINI**

*la qualità nella firma*

**Molino Filippini**

**Via Piazzola, 2  
23036 Teglio (SO)**

**Strada Artigianale Angelo Lapsus, 210 –  
23036 San Giacomo di Teglio (SO)**

**[www.molinofilippini.com](http://www.molinofilippini.com)  
T. +39 0342 782015**

