

**SIMPLY ORGANIC.  
READY IN MINUTES.**

**EASY**

*Organic*

A complete range of **organic, gluten-free** instant meals:  
Couscous, Creamy Soups and Porridge.



EASY

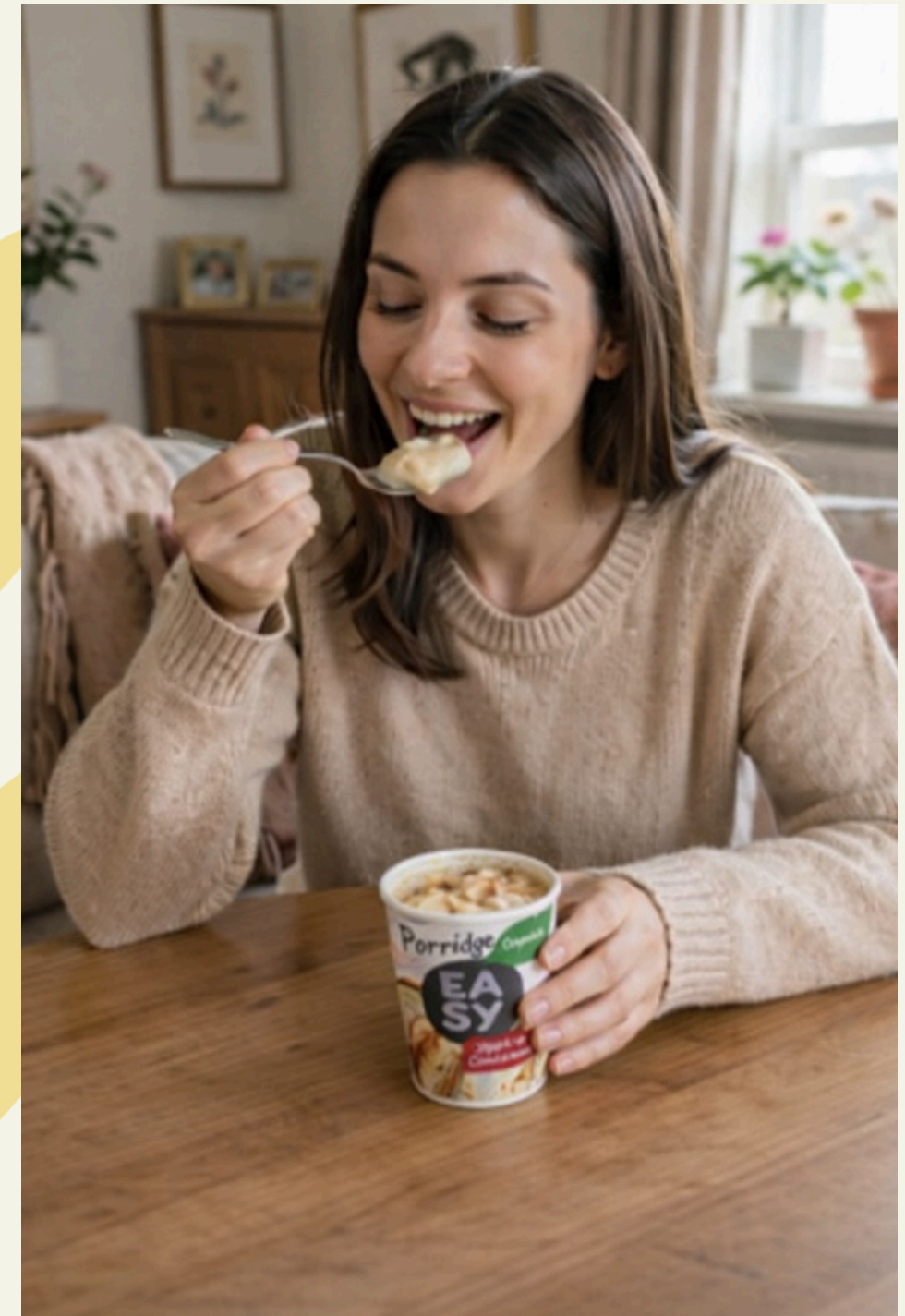
# Concept & Philosophy

**Easy Line** was created to meet the needs of today's consumers who are looking for healthy, organic and gluten-free food, without giving up convenience.

Our philosophy is based on three key pillars:

- ✓ **Simplicity** - Clean label recipes made with carefully selected organic ingredients
- ✓ **Convenience** - Instant cup format, ready in just a few minutes
- ✓ **Taste & Balance** - Sweet and savory recipes designed for everyday enjoyment

Easy Line delivers **real food, real ingredients and real flavor**, in an easy and modern format.





EASY

# Organic. Made Easy.

The name **EASY** reflects the core idea behind the range.

Organic food is often perceived as requiring more time, effort and complex preparation.

With EASY, we challenge this assumption: organic, clean-label meals can be **immediate, accessible and practical** – without compromising on quality, ingredient integrity or nutritional value.

In essence, EASY Organic stands for certified organic instant meals that make healthy, transparent and genuinely good food easy to enjoy – anytime, anywhere.



Organic



EASY





EASY

# The EASY Organic Proposition

EASY Organic brings a structured and value-driven approach to the instant meal category.

The range includes certified organic porridges, couscous and vegetable soups in a practical cup format, designed for different moments of the day – from breakfast to dinner.

Each recipe is naturally gluten-free and 100% plant-based, developed with carefully selected ingredients and balanced formulations that prioritise transparency and consistency.

Built on Molino Filippini's expertise in gluten-free and functional products, EASY Organic responds to the growing demand for high-quality, organic convenience solutions.

The line is developed for retailers, importers and brands seeking reliable private label or branded options within the expanding organic instant meals segment.



Organic



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# A New Standard in Instant Cups

Easy Line introduces a fresh, organic-driven approach to instant meals.

Unlike conventional instant products built around additives and flavour enhancers, Easy Line is based on certified organic ingredients, simple recipes and full transparency.

Each cup delivers real food, real taste and real nutritional value – without unnecessary components.

All products share the same foundations:

- ✓ Certified organic ingredients
- ✓ Naturally gluten-free recipes
- ✓ Clean-label formulations
- ✓ No E-numbers
- ✓ No artificial additives or preservatives





# Smart Preservation, Real Integrity

Dehydration allows us to preserve ingredients at their peak – naturally, without additives.

By gently removing moisture, we ensure:

- Extended shelf life
- Concentrated flavour
- Preserved nutritional value
- Safe storage without refrigeration

In our cups:

- Vegetables, fruits, spices and seeds are naturally dehydrated
- 100g dehydrated  $\approx$  1kg fresh – less waste, more efficiency
- Gentle drying protects integrity and taste

The result: authentic flavour, clean-label transparency and practical meals ready in minutes.



EASY

# A Complete Organic Cup Portfolio

## Three categories – One complete solution

EASY Line is built around three complementary cup formats, designed to cover multiple consumption occasions:

- ✓ **Organic Porridge Cups** – nourishing and comforting breakfast
- ✓ **Organic Soup Cups** – Warm, savory options for lunch or light meals
- ✓ **Organic Cous Cous Cups** – Quick, satisfying meals inspired by global flavors

**A single, coherent line that adapts to breakfast, lunch, dinner and snack moments – offering retailers a versatile, cross-category opportunity within one unified concept.**





EASY

# Positioning & Retail Fit

EASY Organic is developed for organic-focused and specialty retail channels seeking reliable, ready-to-prepare meal solutions aligned with certified organic standards.

Positioned as a modern organic alternative within the instant meals category, the range combines ingredient transparency, nutritional quality and practical preparation.

It addresses a broad consumer base – from everyday shoppers to those specifically looking for organic, gluten-free and plant-based options.





EASY

# Why EASY Organic Works on Your Shelf

EASY Organic delivers a premium, ready-in-minutes solution that meets growing demand for real ingredients and health-focused convenience.

Certified organic recipes

Naturally gluten-free and 100% plant-based

Clean-label formulations with recognisable raw materials

No refrigeration required

Suitable for breakfast, lunch, dinner and snack occasions

Developed for organic retail, private label and international distribution

Offering EASY Organic means adding a versatile, high-margin, health-driven solution that enhances shelf appeal across multiple consumption occasions.



EASY

# Designed for Modern Lifestyles

EASY Organic cups are designed to fit seamlessly into modern, fast-paced lifestyles.

From structured meal breaks to spontaneous moments, the range adapts to different consumption needs:

- ✓ At the office → a quick, tasty and practical lunch break
- ✓ At home → a relaxing meal on the sofa, no cooking required
- ✓ On the road → a healthy snack while traveling or commuting
- ✓ At university → convenient between classes, easy to carry
- ✓ After sport → a light yet satisfying option to recharge.

**A flexible solution that responds to real-life routines – without preparation complexity.**



On the road



At the office



At the park



University



EASY

# Couscous Line

## Global Inspiration. Organic Simplicity.

The Organic Couscous Line brings bold, internationally inspired flavors into a clean-label, ready-to-prepare format.

Built on naturally gluten-free grains and carefully balanced spice blends, each cup delivers vibrant taste and satisfying texture – without complexity.

Designed for consumers seeking variety and culinary exploration within a practical solution, the couscous range transforms global recipes into accessible, everyday meals.

Plant-based, certified organic and ready in minutes – where flavor meets functionality.

**No cooking skills required.**





# Cous Cous

## INDIAN TASTE

### Ingredients

Organic Corn and rice couscous (85.7%: white and yellow corn flour 88%, rice flour 12%), organic granulated onion (2.5%), salt, organic curry (2.4%), organic carrot (2.4%), organic red pepper (1.9%), organic zucchini (1.3%), organic tomato powder (1.1%), organic yeast extract, organic parsley, organic garlic, organic chili.

### Description

A recipe inspired by the vibrant flavors of Indian cuisine, crafted with carefully selected vegetables and aromatic curry spices. Carrot, red pepper, zucchini and tomato come together in a naturally colorful and wholesome blend, creating a well-balanced and nourishing flavor profile. Warm, gently spiced notes deliver an authentic yet light taste experience – designed to feel adventurous without being overpowering, and perfectly suited for everyday, health-conscious enjoyment.



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**HS CODE**  
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# Cous Cous

## ITALIAN ARRABBIATA

### Ingredients

Organic Corn couscous (85.7%: white corn flour 60%, yellow corn flour 40%), organic tomato powder (8.7%), salt, organic granulated onion, organic yeast extract, organic parsley, organic chili (0.4%), organic garlic, natural flavors.

### Description

A classic Italian recipe, reinterpreted through an organic and clean-label philosophy. Made with organically grown, sun-ripened tomatoes and carefully selected plant ingredients, this Arrabbiata cous cous expresses pure Mediterranean taste in its most natural form. A light touch of chili, combined with organic onion, garlic and parsley, creates a balanced and wholesome profile – free from unnecessary additives. An organic, plant-based recipe designed for consumers seeking authenticity, transparency and everyday wellbeing.



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**EASY**

## GREEK STYLE

### Ingredients

Organic Buckwheat couscous (85.7%), organic tomato powder (2.8%), organic granulated onion, salt, organic capers (1.8%), organic potato starch, organic black olives (0.9%), organic sugar, organic yeast extract, organic parsley, organic oregano, organic garlic, organic chili.

### Description

This recipe highlights the natural goodness of organic buckwheat cous cous, a naturally gluten-free ingredient known for its nutritional value and distinctive character. Its gentle, nutty flavor is complemented by organically sourced tomato, capers and black olives, inspired by the simplicity of Greek and Mediterranean cuisine. Fragrant oregano and a light touch of chili enhance the profile without overpowering it, resulting in a clean, balanced and wholesome dish. A truly organic, clean-label recipe designed to deliver authentic taste, natural nutrition and everyday wellbeing.

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**8000454700244**

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**HS CODE**




**19024090**

# Cous Cous





# Logistics

PRODUCT IMAGE	PRODUCT DESCRIPTION	WEIGHT	UNITS PER CARTON	PACKAGE DIMENSIONS (HxWxD)	CARTON DIMENSIONS in cm	CARTONS PER PALLET	PALLET DIMENSIONS (with base)	EAN CODE	SHELF LIFE
	<b>ORGANIC COUSCOUS INDIAN TASTE GLUTEN FREE</b>	70 g	8	10,5 x 9,6 x 9,6 cm	11,5 x 20 x 39 cm	144/12X12	80X120X165H	8000454700237	14 MONTHS
	<b>ORGANIC COUSCOUS ITALIAN ARRABBIATA GLUTEN FREE</b>	70 g	8	10,5 x 9,6 x 9,6 cm	11,5 x 20 x 39 cm	144/12X12	80X120X165H	8000454700220	14 MONTHS
	<b>ORGANIC COUSCOUS GREEK STYLE GLUTEN FREE</b>	70 g	8	10,5 x 9,6 x 9,6 cm	11,5 x 20 x 39 cm	144/12X12	80X120X165H	8000454700244	14 MONTHS





# Creamy Soups Line

**Pure ingredients. Comforting balance.**

Made with real vegetables and simple seasonings, offering natural warmth and balanced nourishment in a convenient format.

The recipes are 100% plant-based, delivering comforting flavor with a light, clean profile – ideal for light lunches or quick, warm dinners.

Our organic soups are built on carefully selected legume flours, chosen for their natural creaminess, strong nutritional profile, and ability to provide structure without additives.

What sets the range apart is that these legume flours are pre-cooked and produced in-house. This ensures full control over processing, functionality, and final texture – enabling consistent performance in clean-label, organic-certified formulations.





# GREEN PEAS WITH ASPARAGUS

## Ingredients

Organic Pea flour (71%), organic freeze-dried asparagus (8%), natural vegetable flavour, salt, organic potato flakes, organic garlic, organic onion.

## Description

A creamy, flavorful soup that combines the natural sweetness of peas with the fresh, delicate taste of asparagus. Gluten-free, organic, and ready in minutes, this cup offers a convenient and wholesome meal anytime. With clean-label ingredients and a smooth, satisfying texture, it's the perfect choice for health-conscious consumers seeking both taste and simplicity.

# Soup



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# Soup

## CHICKPEA WITH PORCINI MUSHROOMS

### Ingredients

Organic Chickpea flour (70%), organic porcini mushrooms (7%), natural mushroom flavour, organic potato flakes, salt, organic onion, organic yeast extract, organic garlic, organic spices and herbs.

### Description

A rich and comforting soup that blends the earthy flavor of porcini mushrooms with the hearty goodness of chickpeas. Gluten-free, organic, and ready in minutes, this cup delivers a nourishing and satisfying meal anytime. Made with clean-label ingredients and a velvety texture, it's the perfect choice for health-conscious consumers seeking convenience without compromising on taste.



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# Soup

## RED LENTILS WITH CARROTS & CURRY

### Ingredients

Organic Red lentil flour (67%), organic freeze-dried carrots (13%), natural vegetable flavour, organic potato flakes, organic curry (3%), salt, organic onion, organic yeast extract, organic pepper.

### Description

A warm, aromatic soup combining the natural sweetness of carrots with protein-rich red lentils and a touch of curry. Gluten-free, organic, and ready in minutes, this cup offers a flavorful and nourishing meal anytime. Made with clean-label ingredients, it's the perfect choice for health-conscious consumers looking for comfort, convenience and a hint of spice.






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# Logistics

PRODUCT IMAGE	PRODUCT DESCRIPTION	WEIGHT	UNITS PER CARTON	PACKAGE DIMENSIONS (HxWxD)	CARTON DIMENSIONS in cm	CARTONS PER PALLET	PALLET DIMENSIONS (with base)	EAN CODE	SHELF LIFE
	<b>ORGANIC SOUP</b> PEAS & ASPARAGUS <b>GLUTEN FREE</b>	30 g	8	10,5 x 9,6 x 9,6 cm	11,5 x 20 x 39 cm	144/12X12	80X120X165H	8000454700312	14 MONTHS
	<b>ORGANIC SOUP</b> CHICKPEA & PORCINI <b>GLUTEN FREE</b>	30 g	8	10,5 x 9,6 x 9,6 cm	11,5 x 20 x 39 cm	144/12X12	80X120X165H	8000454700329	14 MONTHS
	<b>ORGANIC SOUP</b> RED LENTIL, CARROTS & CURRY <b>GLUTEN FREE</b>	30 g	8	10,5 x 9,6 x 9,6 cm	11,5 x 20 x 39 cm	144/12X12	80X120X165H	8000454700305	14 MONTHS



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# Porridge Line

**Balanced energy. Natural comfort.**

The Porridge Line offers organic breakfast solutions built on gluten-free oat flakes, fruits and seeds – combining nutritional balance with a naturally creamy texture.

Designed to provide steady energy and gentle satiety, each recipe delivers a comforting yet functional start to the day.

Oats are selected for their recognisable profile and suitability for warm preparations, while every formulation is developed and tested in-house to ensure optimal rehydration, consistent texture and balanced flavour.

A reliable organic breakfast choice that blends simplicity, nourishment and everyday practicality.



EASY

# Porridge

## BANANA & CHOCOLATE

### Ingredients

Organic gluten-free oats flakes (51%), organic freeze-dried banana powder (16%), organic dark chocolate chips (11%), organic freeze-dried banana pieces (9%), organic oat drink powder, thickener: organic potato starch, salt, natural vanilla flavour.

### Description

Gluten-free, organic, and ready in minutes, our Banana & Chocolate Porridge delivers a creamy, wholesome breakfast your customers will love. The natural sweetness of ripe bananas and rich chocolate makes it a quick, indulgent choice for mornings or snacks—perfect for convenience-driven, health-conscious shoppers.



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EASY

# Porridge

## APPLE & CINNAMON

### Ingredients

Organic gluten-free oats flakes (63%), organic oat drink powder, organic freeze-dried diced apple (11%), organic freeze-dried apple powder (11%), thickener: organic potato starch, cinnamon 2%, salt, natural vanilla flavour.

### Description

Gluten-free, organic, and ready in minutes, our Apple & Cinnamon Porridge offers a warm, comforting taste that customers will love. The natural sweetness of ripe apples paired with aromatic cinnamon makes it a quick, wholesome breakfast or snack—perfect for health-conscious, convenience-driven shoppers.



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EASY

# Porridge

## RED BERRIES & CHIA SEEDS

### Ingredients

Organic gluten-free oats flakes (51%), organic chia seeds (20%), organic oat drink powder, organic sugar, thickener: organic potato starch, organic freeze-dried diced redcurrants (2%), organic freeze-dried diced strawberries (2%), organic freeze-dried raspberry grits (1%), organic freeze-dried raspberries (1%), organic freeze-dried blueberry powder (1%), organic freeze-dried strawberry powder (1%), salt, natural blueberry flavour.

### Description

Gluten-free, organic, and ready in minutes, our Red Berries & Chia Seeds Porridge combines the natural sweetness of vibrant red berries with the nutrient-packed power of chia seeds. A quick, wholesome breakfast or snack that appeals to health-conscious, on-the-go customers.



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# Porridge

## COCONUT, MANGO & FLAX SEEDS

### Ingredients

Organic gluten-free oat flakes\* 53%, organic coconut flour 12%, organic freeze-dried mango pieces\* 10%, organic oat drink powder, organic freeze-dried mango powder 7%, thickener: organic potato starch, salt, natural flavourings mango.

### Description

Gluten-free, organic and ready in 3 minutes, our Mango & Flax Seeds Porridge combines the tropical sweetness of ripe mango with the wholesome goodness of flax seeds. A quick, nutritious breakfast or snack with an exotic taste.







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# Logistics

PRODUCT IMAGE	PRODUCT DESCRIPTION	WEIGHT	UNITS PER CARTON	PACKAGE DIMENSIONS (HxWxD)	CARTON DIMENSIONS in cm	CARTONS PER PALLET	PALLET DIMENSIONS (with base)	EAN CODE	SHELF LIFE
	<b>ORGANIC PORRIDGE BANANA &amp; CHOCOLATE</b> <b>GLUTEN FREE</b>	50 g	8	10,5 x 9,6 x 9,6 cm	11,5 x 20 x 39 cm	144/12X12	80X120X165H	8000454700251	14 MONTHS
	<b>ORGANIC PORRIDGE APPLE &amp; CINNAMON</b> <b>GLUTEN FREE</b>	50 g	8	10,5 x 9,6 x 9,6 cm	11,5 x 20 x 39 cm	144/12X12	80X120X165H	8000454700268	14 MONTHS
	<b>ORGANIC PORRIDGE RED BERRIES &amp; CHIA SEEDS</b> <b>GLUTEN FREE</b>	50 g	8	10,5 x 9,6 x 9,6 cm	11,5 x 20 x 39 cm	144/12X12	80X120X165H	8000454700282	14 MONTHS
	<b>ORGANIC PORRIDGE COCONUT MANGO &amp; FLAX SEEDS</b> <b>GLUTEN FREE</b>	50 g	8	10,5 x 9,6 x 9,6 cm	11,5 x 20 x 39 cm	144/12X12	80X120X165H	8000454700275	14 MONTHS



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# How to prepare



## Hot Water:

Shake the cup and remove the lid. Pour boiling water up to the fill line, stir thoroughly, leave to stand for the time indicated on the cup, then stir again before eating.



## Microwave:

Shake the cup and remove the lid. Pour room temperature water up to the fill line, stir thoroughly, put in the microwave for the time indicated on the cup at 700 watt, then stir again before eating.





EASY

# Your Brand. Our Expertise.

EASY Line offers a flexible private label partnership for retailers seeking high-quality organic, gluten-free and clean-label meal solutions.

Our ready-to-prepare cups combine functional design, consistent quality and strong consumer appeal – across breakfast, lunch and snack occasions.

## Key Retail Advantages:

- Fully customizable branding and packaging
- Certified organic, gluten-free and clean-label credentials
- Shelf-stable format – no refrigeration required
- Multi-category portfolio within one coherent concept
- Trend-aligned recipes with global appeal
- Scalable production for international distribution





M O L I N O

**FILIPPINI**

*Che gusto la vita*

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