



MOLINO  
**FILIPPINI**  
*Che gusto la vita*



**IKE  
BUONI**

*World flavors in a cup!*

**#NO PASSPORT REQUIRED**

**Instant Couscous Cups**

Convenience for busy lifestyles. Authenticity for demanding consumers. Ready anywhere.





IKEBUONI brings a fresh approach to the instant meal category: unlike conventional cups that rely on flavor enhancers and less healthy ingredients, IKEBUONI offers a nutritious and inclusive alternative. Not just convenient, but crafted with superior quality, clean-label recipes and real ingredients — delivering taste without compromise.

**From Asia to the Mediterranean, each cup is a flavorful journey — ready in minutes.**

We chose couscous as the base because it is light, versatile, and rooted in a well-loved culinary tradition. What makes our couscous unique is that we produce it in-house using naturally gluten free flours, ensuring full control over quality and consistency.

The name IKEBUONI comes from a playful Italian expression. In Italian, “Che buoni!” means “How delicious!”.

By turning “Che” into “KE” — echoing the shorthand language of chats and social media — we gave the brand a fresh, youthful, and international vibe. In short, IKEBUONI simply says: these cups are truly tasty.





## Why Choose It?

A smart, modern alternative to classic instant noodles and traditional couscous — ideal for wellness-conscious consumers looking for taste, nutrition and convenience in one product.

- ✓ Naturally gluten-free and vegan
- ✓ Clean-label ingredients, no artificial additives
- ✓ Perfect for mainstream, health food, or specialty retail
- ✓ Developed to appeal to both regular and free-from consumers





**IKE  
BUONI**

## Key Selling Points

- ✓ **Global Flavour Appeal**  
A range of six recipes, from iconic Mediterranean profiles to bold Asian-inspired dishes — mirroring the most successful noodle flavours with a cleaner twist.
- ✓ **Clean Nutrition**  
Made from premium blends of gluten-free couscous and natural seasonings. All plant-based. No additives, no preservatives.
- ✓ **Quick & Easy Prep**  
Just add hot water or microwave — ready in 5 minutes. No cooking skills required.
- ✓ **Perfect Format**  
Convenient cup packaging fits multiple usage occasions:
  - Ideal for lunch breaks, travel, university canteens
  - Great for office desks, meal deals or healthy snack corners
  - Also works as a ready-made side dish for BBQs or quick dinners
- ✓ **Long Shelf Life**  
Shelf-stable and ambient — perfect for retailers seeking low rotation risk and extended expiration.





## Why It Works on Your Shelf

At Molino Filippini, we're on a mission to simplify healthy eating with wholesome, fuss-free meals. These Instant Couscous Cups bring together clean-label formulation and trending global flavours in a format consumers trust and retailers can rely on.

- ✓ No need for refrigeration
- ✓ Eye-catching design with strong shelf presence
- ✓ Satisfies the demand for real ingredients, health claims, and easy usage

### Position it as:

- ✓ A nutritious meal on its own
- ✓ A base for DIY meal customization
- ✓ A premium, healthy replacement for instant noodles





## Dehydration – Functional, Natural, Smart

Dehydration is a natural method that captures ingredients at peak quality. By gently removing moisture, it extends shelf life, preserves nutrition and flavour, and ensures safety — without additives.

### In our Instant Couscous Cups:

- Vegetables and spices are naturally dehydrated, with no chemicals.
- 100g dehydrated ≈ 1kg fresh: concentrated flavour, less waste, longer shelf life.
- Gentle drying safeguards flavour and nutrition.

This process combines tradition and innovation to deliver authentic taste, clean-label transparency, and convenient meals ready in minutes.





## 100% Clean Label –No E-Numbers

Most instant cups still rely on E-numbers, additives, or preservatives. But today’s consumers are more informed: they read labels, avoid “chemical-sounding” ingredients, and demand transparency.

IKEBUONI Couscous Cups deliver all the convenience of an instant meal without additives.

### Each recipe is:

- 100% free from E-numbers
- Naturally vegan and gluten-free
- Made only with real ingredients: vegetables, spices, and whole foods

For retailers, this is more than a clean-label claim — it’s a strong advantage: stand out in a processed category, attract health-conscious consumers, add value to free-from and wellness assortments, and support premium positioning.

This is the next generation of instant meals: transparent, inclusive, and future-ready — built to deliver both consumer trust and shelf performance.





**Practical and delicious: the world is now in a couscous cup, ready to enjoy wherever you are!**

**Consumption Occasions**

IKEBUONI cups fit seamlessly into everyday life, offering flexibility for multiple moments of consumption:

- ✓ 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.



**On the road**



**At the office**



**At the park**



**University**





## Pad Thai – Chicken Taste

Gluten-Free Corn Couscous with Pea Protein Chunks

### Key Ingredients

Corn couscous (80%: white corn flour 60%, yellow corn flour 40%), textured pea protein chunks (6%), carrot, leek, onion, garlic, salt, curry, coconut flour, Thai spices, turmeric, chili, yeast extract, natural flavors.

### Taste & Consumer Appeal

A modern, plant-based twist on the world-famous Pad Thai. The combination of aromatic Thai spices, coconut notes, and a light touch of chili delivers an authentic Asian flavor experience. The textured pea protein chunks add a “chicken-like” bite, making the dish both satisfying and visually appealing.

### Market Positioning / Buyer Takeaway

- ✓ Plant based; gluten free: made with corn couscous and natural seasonings.
- ✓ Vegan with a satisfying bite thanks to pea protein chunks: appealing to flexitarians and health-conscious consumers.
- ✓ Exotic inspiration with mainstream appeal: capitalizes on the popularity of Asian street food.
- ✓ Perfect for on-the-go meals and younger consumers looking for convenience without compromising on taste or nutrition.

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## Vietnamese Pho – Beef Taste

Gluten-Free Corn; Rice Couscous with Sunflower Protein Chunks

### Key Ingredients

Corn rice couscous (80%: white and yellow corn flour 88%, rice flour 12%), textured sunflower protein chunks (6%), carrot, leek, salt, onion, garlic, paprika, turmeric, Vietnamese spices, cinnamon, coriander, coconut flour, seaweed.

### Taste & Consumer Appeal

Inspired by the iconic Vietnamese Pho, this recipe brings a delicate balance of spices, aromatic herbs, and a subtle hint of cinnamon and coriander. The addition of sunflower protein chunks provides a satisfying bite, as they are crafted to resemble real beef pieces both in texture and appearance. This creates an authentic look and a mouthfeel that makes the dish as visually appealing as it is flavorful. Coconut and seaweed notes add depth and authenticity to the broth-like profile for a truly immersive taste experience.

### Market Positioning / Buyer Takeaway

- ✓ Plant based; gluten free, made with a blend of corn and rice couscous.
- ✓ Authentic world-cuisine inspiration, meeting the growing demand for Asian street food flavors.
- ✓ Innovative use of sunflower protein, a sustainable plant-based ingredient.
- ✓ Perfect for modern, adventurous consumers seeking convenient, global flavors in a clean-label format.

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## Italian Arrabbiata

Gluten-Free Corn Couscous with Spicy Tomato Seasoning

### Key Ingredients

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

### Taste & Consumer Appeal

A classic Italian favorite, reinterpreted in a convenient couscous format. The vibrant taste of sun-ripened tomato blends with the bold kick of chili for an authentic Arrabbiata profile. Onion, garlic, and parsley round out the recipe, creating a rich Mediterranean flavor that is both familiar and exciting. A perfect choice for consumers who enjoy bold, spicy dishes with a clean-label twist.

### Market Positioning / Buyer Takeaway

- ✓ Gluten free; clean label, made with corn couscous and natural seasonings.
- ✓ Authentic Italian flavor, combining tradition with modern convenience.
- ✓ Appeals to spicy food lovers and consumers seeking strong, recognizable tastes.
- ✓ Ideal for on-the-go meals and quick lunch occasions, bringing Mediterranean cuisine into an easy-to-prepare format.



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## Greek Style

Gluten-Free Buckwheat Couscous with Tomato, Capers & Olives

### Key Ingredients

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

### Taste & Consumer Appeal

This recipe celebrates the unique character of buckwheat couscous, naturally gluten free and rich in nutritional benefits. Its distinctive nutty flavor pairs harmoniously with the Mediterranean trio of tomato, capers, and black olives that captures the essence of Greek cuisine. Fragrant oregano and a touch of chili complete the flavor profile, evoking the freshness and vibrancy of the Aegean diet. The result is a clean-label dish that offers both authenticity and nutritional value.

### Market Positioning / Buyer Takeaway

- ✓ Gluten free; naturally nutritious, made with 100% buckwheat couscous, known for its fiber content, minerals, and satisfying taste.
- ✓ Mediterranean heritage; diet: inspired by one of the world’s most recognized healthy lifestyles.
- ✓ Rich in taste; natural ingredients, perfect for health-conscious consumers looking for both authenticity and wellbeing.
- ✓ Strong differentiation on-shelf thanks to the use of buckwheat couscous, a unique and value-added base ingredient in a convenient ready-to-eat format.

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## Indian Taste

Gluten-Free Corn; Rice Couscous with Curry Vegetables

### Key Ingredients

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

### Taste & Consumer Appeal

A recipe inspired by the vibrant flavors of Indian cuisine. The aromatic blend of curry spices meets a colorful mix of vegetables — carrot, red pepper, zucchini, and tomato — creating a rich and balanced flavor profile. With its warm and mildly spicy notes, this couscous delivers a flavor journey that feels adventurous yet approachable: vibrant enough to attract global flavor seekers, yet balanced for everyday enjoyment.

### Market Positioning / Buyer Takeaway

- ✓ Gluten free; clean label, made with corn and rice couscous.
- ✓ Vegetable-based recipe, appealing to flexitarians and plant-forward consumers.
- ✓ Adventurous yet approachable: Indian inspiration adapted for mainstream appeal. Ideal for quick, on-the-go meals, offering a balance of taste, convenience, and authenticity.



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## Moroccan Style

Gluten-Free Corn; Rice Couscous with Lentils and Moroccan Spices

### Key Ingredients

Corn rice couscous (80%: white and yellow corn flour 88%, rice flour 12%), onion, pre-cooked lentils (4%), dextrose, curry, salt, sunflower seeds, sugar, cinnamon (0.4%), garlic, ginger, coriander, turmeric, paprika, parsley, cumin, natural flavor.

### Taste & Consumer Appeal

This recipe is inspired by the warm and aromatic flavors of Moroccan cuisine. The couscous base is enriched with lentils, providing texture and substance, while cinnamon, cumin, coriander, and ginger create a distinctive oriental spice profile. Sunflower seeds add a light crunch, completing a dish that feels authentic and full of character, ideal for consumers eager to explore new tastes without stepping too far from their comfort zone.

### Market Positioning / Buyer Takeaway

- ✓ Gluten free; clean label, made with corn and rice couscous.
- ✓ Plant-forward recipe, combining couscous with lentils and sunflower seeds for texture and balance.
- ✓ Authentic Moroccan inspiration, aligned with the global demand for world cuisine flavors.
- ✓ Appeals to health-conscious and adventurous consumers seeking convenient, ethnic-inspired meals with an approachable profile.



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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 5 minutes, 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 1 minute at 700 watt, then stir again before eating.





# LOGISTICS

## CUP SIZE

Size (HxWxD)	Net Weight	Gross Weight Cup	Shelf Life
10,5 x 9,6 x 9,6 cm	70 gr.	83 g	14 months

## BOX SIZE

Size (HxWxD)	Cup x box	Gross Weight box	Net weight box
11,5 x 20 x 39 cm	8	903 g	560 g

## PALLET SIZE

Type	Tot Pallet Height (including pallet height)	Box x layer	Layers x pallet	Box x pallet
<b>SMALL</b>	103 cm	12	8	96
<b>BIG</b>	202 cm	12	17	204





## Market Insights

The global market for single-serve ready meals is on the rise, especially in urban areas. These products meet the growing demand for quick, nutritious food options that don't compromise on taste or ethics.

### Top Buyer Personas:

- ✓ Young Adults & Students: Seeking quick, balanced meals
- ✓ Busy Professionals: With limited time and health-conscious habits
- ✓ Travellers: Looking for easy, portable food

### Perfect fit for:

- Urban and suburban retail chains
- University store shelves
- Health-conscious discount or mainstream retailers





## Closing

IKEBUONI is not just an instant meal line — it is a flexible platform that can grow with your needs.

We offer private label opportunities and can develop customized recipes tailored to specific markets or consumer demands.

Looking ahead, 2026 will bring an expansion of the line with new inspirations beyond couscous, including sweet variations designed to open additional consumption occasions.



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