

The company's position on Chairman Guido Barilla's Remarks

Written by Australian Business

PARMA, Italy, Sept. 27, 2013 /PRNewswire-USNewswire/ -- At Barilla, we care about everyone, regardless of race, religion, belief, gender or sexual orientation. Our mission is to help people – every single person – live better, by bringing well-being and the joy of eating into their everyday lives.

We value and respect a family that includes everyone. As stated in the Barilla lighthouse – our strategy document – we promote diversity. Diversity of all kinds is a clear objective that the company has put forward.

Barilla recognizes cultural, gender and skills diversity as an essential value for the company's well-being. Integrity, inclusion, social and environmental responsibility are the values in which Barilla reflects itself, as results of a strong and widely recognized identity.

Barilla firmly believes that, in order to qualify its business activities as ethical, it shall operate in respecting and safeguarding human rights, the regenerative capabilities of the Planet and the welfare of communities, while promoting a sustainable human development.

Barilla's goal goes beyond bringing high-quality food products that are good for people. We also take care of our planet, by focusing on growing the business of those food products that have a low environmental impact.

We will take advantage of the recent incident to learn and to promote even harder the diversity path that Barilla has undertaken.

To all our friends, family, employees and partners that we have hurt or offended, we are deeply sorry.

Please follow this link - <https://www.facebook.com/photo.php?v=10100857134817001> - for a

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statement by Chairman Barilla

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