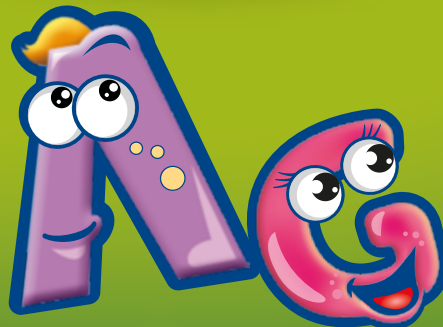




Discover our
kid-do pasta



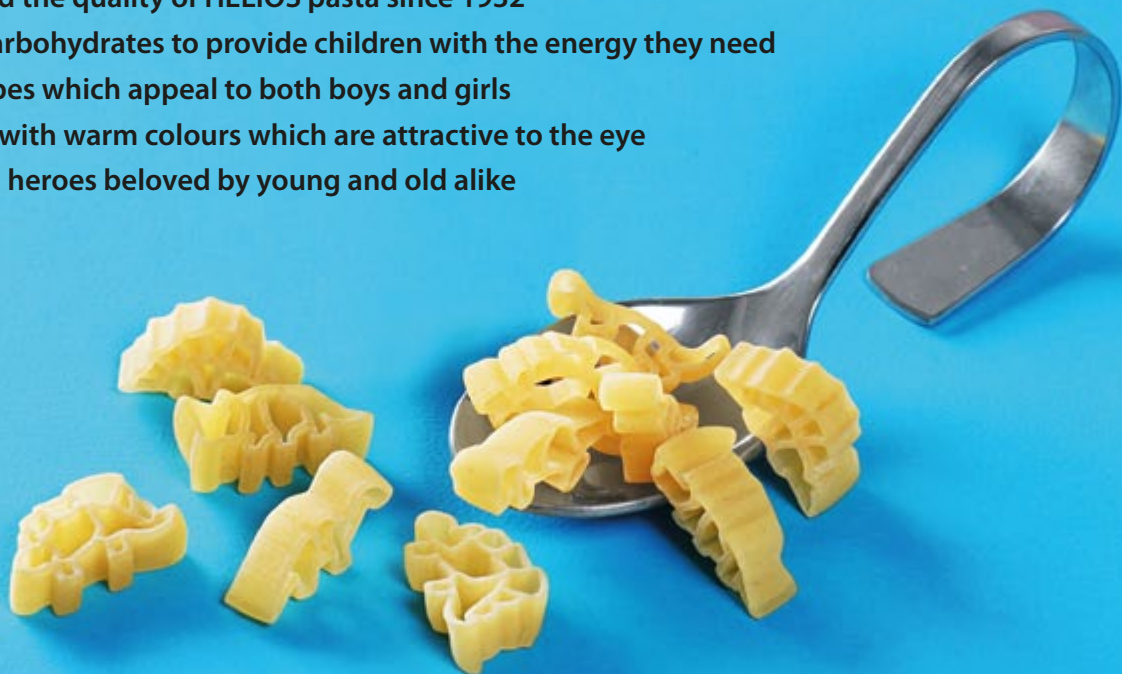
Our "kid-do pasta"... is now yours to enjoy!

HELIOS Pasta Industry, always committed to meeting the professionals' demands as well as the needs of the public, is proud to present our new range of "kid-do pasta" in cheerful new packaging specially designed for children aged 2 to 8. This is the only comprehensive children's line in the Greek market, with a wide variety of shapes inspired by the childhood desires and creative imagination of our little ones.

Add a playful touch to your store shelves, and increase your sales while offering the highest quality pasta in unique shapes.

Why choose "kid-do pasta"?

- A pasta range with unique shapes
- Made with love and care for our little heroes
- The only pasta oriented towards developing children's learning
- Ideal for young ages thanks to its functional shapes
- Bonds better with sauces
- Easy to eat with either fork or spoon
- Mothers have trusted the quality of HELIOS pasta since 1932
- Contains complex carbohydrates to provide children with the energy they need
- Great variety of shapes which appeal to both boys and girls
- Cheerful packaging with warm colours which are attractive to the eye
- Featuring childhood heroes beloved by young and old alike





LITTLE DINOSAURS

12 x 500 g
 CODE NO.: 10.08601.02102
 EAN: 5201020581864
 ITF: 65201020521866



LITTLE ANIMALS

12 x 500 g
 CODE NO.: 10.07801.02102
 EAN: 5201020521789
 ITF: 65201020521781

Awarded HELIOS Little Dinosaurs pasta! The terrifying tyrannosaurus, the bewildering triceratops, the smiling brontosaurus, and the children's other beloved dinosaurs entice you to enjoy a delicious meal with endless entertainment!

Through HELIOS Little Animals Pasta children discover the exotic jungle animals (lions, hippos, elephants, monkeys, antelopes) and farm animals (cows, piglets) while enjoying their meal!



LITTLE STARS

12 x 500 g
 CODE NO.: 10.01701.02102
 EAN: 5201020521178
 ITF: 65201020521170



LETTERS & NUMBERS

12 x 500 g
 CODE NO.: 10.03901.02102
 EAN: 5201020521390
 ITF: 65201020521392



GREEK ALPHABET

12 x 500 g
 CODE NO.: 10.04001.02102
 EAN: 5201020521406
 ITF: 65201020521408

HELIOS Little Stars pasta are ideal for soups and for novel recipes that can accompany our little friends' favorite dishes, both at home and school. HELIOS Little Stars are delicious, inspiring kids to use their imagination, and to soar into the brilliant world of stars while enjoying their meal!

Latin letters from A to Z and from 0 to 9 make up HELIOS Letters & Numbers pasta. They are ideal for salads and soups, and can be enjoyed plain or as a side-dish for children's favorite meals, which become a delicious and educational game thanks to this unique combination of letters and numbers!

HELIOS Greek Alphabet Pasta are **unique** in the international market. They are delicious, quick-cooking and easy to prepare. Children revel in playing and learning the letters of the greek alphabet.



TRAVEL PASTA

12 x 500 g
 CODE NO.: 10.07701.02102
 EAN: 5201020521772
 ITF: 65201020521774

Whoosh! Roar! Honk! Buzzz!...
 Children never stop playing and discovering the world with their favorite travel pasta (cars, motorcycles, trucks and trains, ships and planes!) while enjoying their meal!



LITTLE DAISIES

12 x 500 g
 CODE NO.: 10.03001.02102
 EAN: 5201020521307
 ITF: 65201020521309

HELIOS Little Daisies pasta are an ideal choice for children's meals. Children love daisies and revel in playfully creating blooming flowery compositions while enjoying their meal!

Ever since its founding, the HELIOS Pasta Industry has focused its energies on: investing in state-of-the-art equipment for its production facilities, developing innovative new products, and providing the best possible training and support for its personnel. These factors make HELIOS Pasta Industry one of the most modern pasta companies in Europe and contribute to its success in the international food market.

Moreover, having successfully achieved a perfect balance between tradition and modern cuisine by carefully following the needs of modern families – and with extra special respect for children’s favorite tastes – HELIOS has built strong brand awareness establishing a unique identity for its products, which is recognized by every generation, young and old.

HELIOS Pasta Industry, with its high-quality ingredients, distinct taste and wide variety, offers **20 lines of products** in total, making it the only pasta company in Greece with “special” products under its label.

HELIOS Pasta stands out for its extraordinarily high quality, with numerous international distinctions and awards. From 2011 until today, HELIOS pasta has won **18 Superior Taste Awards** for outstanding quality and taste from the international organization ITQI in Brussels.

Today, as part of our ongoing quest for excellence, we are expanding our “**kid-do**” **high-quality pasta** line for children, which is specially created to pique the curiosity of the young “explorers” in our lives and to turn each everyday meal into an enjoyable game for the whole family. With shapes and designs from everyday life, nature, the Greek language, the Latin alphabet, arithmetic, Japanese Katakana syllables and the animal kingdom, all of the shapes and symbols used in this line of pasta are both fun and educational in nature.

So free your inner child, and make mealtimes fun!



PASTA INDUSTRY

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This brochure was printed with eco-friendly inks and water-based varnish.