Firma Italia presents its new Pasta and Soup Cups at PLMA

Italian-inspired ready meals combining convenience, variety and distinctive flavours

A new generation of convenient Italian meal solutions

Firma Italia presents its Pasta Cups and Soup Cups, designed to offer consumers a practical and enjoyable meal solution in a convenient single-serve cup format. The range combines familiar Italian recipes with contemporary convenience, making it suitable for consumers looking for quick meal options without giving up variety and flavour.

Pasta Love – seven recipes

- Fusilli with Cacio e Pepe
- Fusilli Four Cheese
- Fusilli Tomato & Mozzarella
- Fusilli with Basil Pesto
- Tagliatelle with Mushrooms
- Tagliatelle with Truffle
- Tagliatelle with Carbonara

The Pasta Love range is available in 70 g cups, with eight units per case and a five-month shelf life.

Soup Love – five recipes

- Lentils & Spinach
- Vegetable Soup
- Tomato & Basil
- Pumpkin & Carrots
- Moroccan Spiced Lentils

A versatile range for modern consumers

With Pasta Love and Soup Love, Firma Italia expands its cup-format offer with a portfolio that combines Italian culinary inspiration, convenient portioning and a broad selection of flavours. The two ranges are designed for retail and foodservice operators seeking practical ready-meal concepts with strong visual appeal and clear consumer positioning.

Discover the Pasta Love and Soup Love ranges at PLMA.
Firma Italia – Italian Ready Meal Solutions