



D O N N A  
*itriya*

GRANI DI SICILIA

من اجل الحبات وعليها بذيان قد يسم الزمان وتجانبها الغربي معلم يعرف  
بالتربيعة وهو من المنازد البدية وبه مياد جارية وسلية كثير من الارحام  
ولها بادية ورباع واسعة ويصنع بها من الاطرية ما يتجهز به الى كل الافق من  
جميع بلاد قلورية وشيردا من بلاد المسلمين وبلاد النصارى ويحمل منها  
الاواسق الكثيرة وبها وادي اسلة وهو نهر كبير كثير الماء شرير يصاد به

This is an Arabic text excerpt from the book titled «The book of Rogers» (Nuzhat al mushtaq li ikhtirag al alaq Kitab = the book of those who delight) written by the Moroccan geographer Abu Abdullah Muhammad ibn Muhammad ibn Idris, better known as Al Idrisi. This book text was given to the Norman King of Sicily.

The Arabs have always been innovators and experimenters and had identified in Sicily the ideal location for the production of pasta, or «ltriya».

# THE TESTIMONY OF AL IDRISI

*"To the west of Termini lies the Trabia conurbation, a charming site; rich in perennial waters and mills. with a beautiful plain and vast estates where they produced itriya in such quantity as to supply, in addition to the Calabrian cities, the Muslim and Christian territories where large loads were sent."*

1154 d.C., Al-Idrisi





*Pasta could not have been born anywhere but the place with the most light exposure in all of Europe, the island where the sun and climate are unique in the world and favored the cultivation of grain since antiquity. The numerous perennial streams flowing between Palermo and Cefalù were necessary to power the many mills that served to grind the grain. Today our Artisanal Pastificio called Donna Itriya is located nearby in Casteldaccia, at the heart of Sicily's most important pasta-producing district of the 20th century.*

*This was the historic residence of Duke Enrico Maria Alliata of Villafranca, a nobleman known for being an epicurean and writer, and the last owner of Casteldaccia's workshops.*

*Here, the scent of Sicilian durum wheat flour mixed with the unmistakable unique essence of the salty sea air and with the heady scents of grape must from the historic wine cellars. It's from here that the products of our terroir reached the port of Termini Imerese were shipped to America for Sicilians overseas.*

# THE ANCIENT WAY OF PASTA

Today, the history of pasta starts over Casteldaccia along the Via della pasta thanks to the local pasta-making tradition.

After centuries, Donna Itriya brings back to life the miracle of that first pasta, born right here, between the sea and the hills once inhabited by the Saracens. That same pasta that the elders talk about in the tales of awe and wonder they have passed down to us.

Still today the pasta is made of 100% Sicilian wheat, a precious gift from our incredible land. It is mixed with pure water and dried with the patience of those who have always crafted it, along with the fresh sea air.

A unique pasta, born from tradition and Sicilian innovation, which represents excellence the world over.



# TRIA

*Tria was born from the impulse of a close-knit group of successful entrepreneurs and professionals of the Sicilian landscape who share a burning passion for their land. Their mission is to promote.*

*The authentic gastronomic culture that is its expression. The goal, that keeps the group, is to give life to a product that can be a symbol of excellence and uniqueness, which represents a quality approach to contemporary gastronomic culture.*

*"Donna Itriya" is a tribute to the "itriya" that saw the light of its own in this territory.*

*In the logo is flanked the figure of a woman's profile, a both tribute to the Sicilian land's fertility and a symbol of the family nucleus that in the daily imagination meets to have a meal in the the domestic fireplace's intimacy.*

*The unity of purpose summed up in this symbol is the desire to propose an excellent artisan pasta, made with semolina, one of the best grains that grows spontaneously on the island and is mixed with pure water that dried it slowly at low temperatures thanks to the patience of best of masters pasta makers that for generations had taken care of this gastronomic, cultural and historical richness.*



*Tria, with its own Donna Itriya pasta factory, is the embodiment of a tradition neglected for too long: both the honor and the burden of bringing to light the foundations of the original pasta-making art with the intention of perfecting it through the use of latest generation machinery, capable of creating an impeccable manufactured product, respecting its own deeply crafted feature.*

*Donna Itriya accounts for the story of the pasta's origin all over the world.*

# SALVATORE LO MONACO

He was born in the Sicilian capital in 1993, he studies law with at the University of Bologna where he graduated, he had obtained also an international PhD in law and policies of the European Union and in competition law achieved through a Mater of Laws. In life, Salvo is an entrepreneur, traveller, lover of nature, the arts and boating. He's always been eager to spread the excellence of his land in the world, focusing on a product that always has accompanied his life since childhood in the country of Casteldaccia: the pasta.

*"I am aware that I come from a territory deeply dedicated to the gastronomic tradition, home of the finest grains; hence the desire to create a product that represents excellence e Sicilianity in the world."*



# THE SCENT OF WHEAT

In Sicily the scent of wheat has nuances that are difficult to find elsewhere: the native grains return to fill the fields, to rebuild the landscapes, to enrich the biodiversity that has always characterized the island.

The least amount of gluten present inside the ancient Sicilians grains means that all the products made from them will be more lighter, digestible and assimilable than usual with a lower chance to develop intolerances increasingly popular nowadays among the population

Finally, ancient grains, precisely because they are native, they are very resistant and grow spontaneously without requiring excessive use of fertilizers and pesticides.



# WATER AND SEMOLINA

These are the simplest and most ancient ingredients of an artisan pasta, but in order to achieve a superior quality pasta there is also an absolute need of a careful selection of grains. Donna Itriya's is a short chain, traced from the field to table.

The wheat used are 100% Sicilian durum: they are organic ancient Sicilian grains.

There are more than 50 ancient grains and notoriously they are grains that are unrivaled in terms of quality and wholesomeness. Donna Itriya's most competitive feature is that she can afford it a selection of the best grains in the world!

Ancient wheat has a protein value ranging between 12% and 15%, significantly higher than normal modern grains and a gluten index significantly lower than other grains provenance; however, ancient grains have a much lower yield on the fields, for this reason they are cultivated little and have a value of market significantly higher than any other type of wheat.

But quality, as we know, cannot be something we derogate from if we want to achieve the excellence.



# SLOW DRYING, LOW TEMPERATURE

Slow drying at low temperature always represents a guarantee for the process of pasta drying, but a lot depends from the air that is used in the entire process. Attention goes to the healthiness of the environment production and the air that cells absorb from surrounding area.

Donna Itriya's pasta is air dried, and the factory is located between the green hills and the sea, so the air, in addition to being healthy, filtered and controlled, is able to naturally flavor the pasta with the unmistakable aroma of the Sicilian island.

The drying process follows the tradition of artisanal pasta factories which is very different from industrial process. In fact, the artisanal pasta factories operate in long times ranging from 17 to 48 hours and more, depending on the formats employed.

Drying takes place at low temperatures, no later than 45 degrees Celsius, maximum threshold for not altering the nutritional and organoleptic qualities of the product.



# SICILIAN GRAINS

Since ancient times, Sicily has been a land particularly attached to the cultivation of wheat, which has earned, in the times of ancient Rome, the title of Granary of Rome.

The soil and climate favor the growth of ears and its natural drying. The scent of wheat in Sicily has nuances that it's hard to find elsewhere: Sicilian grains return to fill the fields, to rebuild the landscapes, to enrich biodiversity which it has always had distinguished the island.

In its long evolutionary path, wheat has found in Sicily the perfect environmental conditions to settle in over fifty well-defined local varieties: fifty names, fifty stories, fifty places and still have a lot to reveal

to that part of Italian consumers that buy these wheats and they have it on their table.

The warm climate of the island allows this plant to grow without being altered by mycotoxins, often present in high measure in flours in trade. Mycotoxins are heat resistant molecules produced by fungi, which can cause damage to the human organism on tissues such as liver, kidneys and immune system.

These wheats have good nutritional and health value, translatable in terms of high content in: fibers, protein, antioxidants, vitamins and minerals and a very low gluten index.

## **DONNA ITRIYA**

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