

# bugsolutely

*An innovative company that produces the unique Cricket Pasta™,  
a major breakthrough in the fast-growing edible insect market*

Bugsolutely is a business focused on developing, making and exporting foods made from edible insect flours. Founded in 2015 in Bangkok as a Thai limited company, Bugsolutely is right at the core of the new bug business, which is spreading fast in all the western countries, and has gained wide press coverage in the last two years.

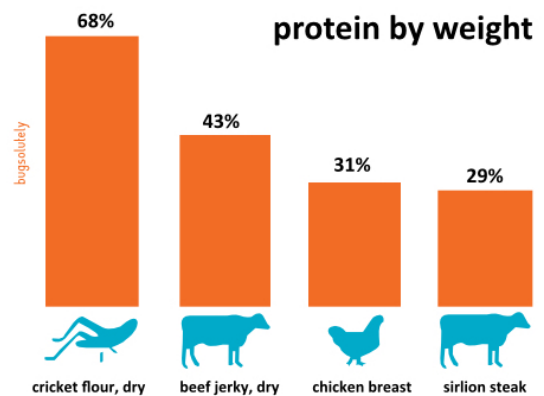
Our key product, Cricket Pasta, is the result of our research into finding the best possible combination for a tasty, healthy food, and it is the first pasta with 20% cricket flour. Bugsolutely plans to commercialise Cricket Pasta in retail and online shops in western countries, particularly in the US, EU, New Zealand and Australia. In Asia, the product will be available only in Japan and Korea.

## A social, green project

Cricket flour, the key ingredient of Cricket Pasta, is rich in proteins, vitamins and mineral elements, making it a healthy food. But above all, the cricket flour is the most sustainable type of protein. Crickets need little food and water (1,000 times less than a cow) and they grow fast. Crickets only require 2kg of feed to make a 1kg of protein, while a cow needs 10kg. Clearly, they convert food into protein in a much more effective way than other farm animals.

The percentages of greenhouse gas emission from insect farming are also hugely less than livestock farming which is the largest contributor to global greenhouse emissions at 18%. These ecological aspects are the reasons why the United Nations' FAO and other international institutions are pushing towards the diffusion of this alternative food source. In Thailand, rearing crickets also means helping farmers, as they can make a good living out of this new industry when other agricultural activities, like rice crop, are not generating enough income and often need to be subsidized by the state.

## A booming industry



In October 2015 the European Parliament voted in favor of a new regulation leading to a green light for edible insects within months. Some other EU countries had already approved edible insect regulations. Although not specifically regulated, the North American market is picking up quickly and the FDA requires that the insects are raised for human consumption and respect general food guidelines. Hundreds of startups entered the edible insect market. This phenomenon should not be a surprise. Even though some people still have a cultural issue with eating insects, it should be noted that westerners also eat some pretty frightening (and sometimes unhealthy) dishes like oysters, pork guts and snails.

Bugsolutely Cricket Pasta breaks this mold, by having the crickets milled into a fine flour and made



into such a common type of food as pasta. With the shape of the cricket gone, the perception of the product is completely improved. The product is available as fusilli, in a 350 gr (12.3 Oz) sealed package. Other pasta formats in the works to be released in 2016.

### **Thailand, the motherland of edible insects**

Thanks to the local traditions and the efforts of the University of Khon Kaen, Thailand already has more than 20,000 farmers rearing crickets, and it is the biggest producer of crickets for human consumption in the world. Bugsolutely is one of the few companies tapping into the opportunities resulting from cricket processing, and the first producer of a pasta based on cricket flour.

### **The founder**

Massimo Reverberi was born in Milan, where he attended the University of Milan, Political Science, obtaining a degree in Business Management. In 1997 he co-founded Prima Pagina, a marketing agency in Milan (a staff of 25 professionals, and partnerships with leading multinational companies). At the end of 2012 he sold his stakes, left Italy and spent two years exploring business opportunities in South East Asia. More info and references at [www.bugsolutely.com/massimo](http://www.bugsolutely.com/massimo).

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