

Pasta Powerhouse Barilla Helps Itself to Posh Mac and Cheese Upstart Goodles

The \$5.6 billion multinational said it was “impressed by the strength” of the six-year-old brand.

<https://www.adweek.com/commerce/pasta-powerhouse-barilla-helps-itself-to-posh-mac-and-cheese-upstart-goodles/>