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KONA COAST™ Sauces and Marinades with a Tropical Twist *"Another Delicious Day in Paradise"*

Hawaii's culinary tradition is influenced by a rich East-West mix of flavors and ingredients brought to the islands over the centuries. While the early Polynesians, western missionaries and plantation owners all had a part in bringing important food products to the islands, perhaps the largest culinary influence comes from the Pacific Rim. Asian flavors were introduced by immigrants from China, Japan, Korea, and the Philippines. The Big Island is the site of the world's first commercial production of macadamia nuts, originally a native plant food of Australia. This blended food culture, using influences and ingredients primarily from around the Pacific Rim, has come to be known as Hawaiian Regional Cuisine. The lifestyle it embodies is the inspiration for Kona Coast, the name given to the Big Island's exotic and stunning West Coast.

G.L. Mezzetta, Inc. the largest-selling producer of specialty olives and peppers in the U.S., purchased the Kona Coast brand in 1993. Today, the brand has expanded into a comprehensive product line, including teriyaki and other specialty sauces and marinades, mustard, and pancake mixes, all with island flavor and appeal.

The recipes for Kona Coast incorporate the authentic flavors of Hawaiian cuisine using all-natural ingredients and no preservatives to create a wide selection to suit every taste. The Kona Coast line has a special focus on teriyaki-style sauces which are the most popular among consumers. Kona Coast offers six distinct teriyaki varieties, with flavor combinations such as Spicy Teriyaki and Polynesian Orange Teriyaki. But every tasty creation, from Sweet & Sour Plum to Aloha Sweet Onion BBQ sauce, makes adding tropical zest to your meals as easy as opening a bottle.

Mezzetta, located in Napa Valley, produces a wide variety of gourmet food products typical of the Mediterranean diet, including peppers, olives, vegetable mixes and antipasto. With Kona Coast, Mezzetta caters to growing consumer interest in international and fusion cuisines featuring fragrant spices and exotic ingredients. Innovation and consumer focus are a hallmark at the company which was founded in 1935 in San Francisco and has been family owned and operated for four generations.

"Many ethnic cuisines have become mainstream, reflecting both our melting pot society and the fact that as consumers travel and become more educated about food they become more adventurous in their food choices. These consumers like to experiment with bold new flavors to jazz up their everyday options. But not everybody has time to make a gourmet, fusion-inspired meal from scratch," explains Jeff Mezzetta. *"Kona Coast appeals to the imagination, taste, and demand for variety of that time-pressed consumer."*

Kona Coast products are easy to cook with. Use as a marinade and basting sauce for grilled meats, poultry, seafood, tofu, or vegetables, as a stir-fry sauce or simply pour out of the jar for a sensational dipping sauce.



G.L. Mezzetta, Inc., 105 Mezzetta Court, American Canyon,
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THE KONA COAST PRODUCT LINE

Sauces and Marinades

Spicy Teriyaki
Roasted Garlic Teriyaki
Ginger Wasabi Teriyaki
Polynesian Orange Teriyaki
Island Teriyaki
Paradise Pineapple Teriyaki
Sunset Sweet & Sour
Tropical Sweet and Spicy
Aloha Sweet Onion

Condiments

Ginger Chili Sauce
Sweet and Spicy Hawaiian
Mustard

Pancake and Waffle Mixes

Macademia Nut
Amaretto Almond
Coffee Chocolate Chip

Look for Kona Coast in the specialty condiments and sauces aisle in retail grocery stores nationally and on the company Web site at www.mezzetta.com.

ABOUT G.L. MEZZETTA: Mezzetta is America's favorite brand of imported and domestic peppers and olives. A category pioneer and innovator for 75 years, Mezzetta offers four leading brands and a wide variety of regional culinary specialties. Based on a rich Italian-American heritage spanning four generations, Mezzetta is committed to leading the industry in product quality, variety, availability, and education. Mezzetta delivers convenience, flavor, and value to today's health-conscious consumers.

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