



For more information contact:
YC Media
Brita Rosenheim
brita@ycmedia.com
212 609-5009

NO MORE BLAND-WICH
MEZZETTA MAKE THAT SANDWICH CONTEST 2010
Best sandwich recipe will win \$25,000 and a trip to Napa Valley.

(Napa Valley, CA) — G.L. Mezzetta, Inc., America's number one producer of imported and domestic peppers and olives, is challenging sandwich lovers and amateur cooks across the country to submit their recipe for "The Best Sandwich Ever" in the Third Annual Mezzetta Make That Sandwich Contest. The Grand Prize winner will receive \$25,000 and a culinary trip and tour of the Napa Valley, home to G.L. Mezzetta, while two runners-up will each win \$1,000.

"This contest officially marks the end of the bland-wich," explains Jeff Mezzetta, President. "Mezzetta products easily add so much flavor that there's no reason to ever eat another boring sandwich. Healthy sandwiches no longer need to be uninteresting."

Contestants can enter the Mezzetta Make That Sandwich Contest at www.mezzetta.com in any or all of three categories: cold sandwich, hot sandwich, and vegetarian. The Grand Prize winner will be selected from the category finalists. Entries will be judged on appearance, taste, creativity, and use of Mezzetta products. Entries are being accepted from Memorial Day (May 31, 2010) through Labor Day (September 6, 2010).

The 2009 winner of the Mezzetta Make That Sandwich Contest, Ninette Holbrook from Orlando, Florida, wowed judges with her "Open-Faced Wine Braised Fig and Caramelized Onion Sandwich."

Combining innovative ingredients with the complementary flavors of Mezzetta® Brand Roasted Red Bell Peppers, Kalamata Olives and Italian Extra Virgin Olive Oil, Ninette created a sumptuous sandwich and took home the \$25,000 grand prize and a trip to Napa Valley.

Contestants have a time-saving weapon in their sandwich-making arsenal, with Mezzetta® Brand Deli-Sliced products. Deli-Sliced peppers take the prep out of the process and makes sandwich-building a snap. Tailor-made fixings in the line include thinly sliced Hot or "Tamed" Jalapeños, Hot or Sweet Banana Wax Peppers, Roasted Bell Pepper Strips, Hot Cherry Peppers, and of course, Mezzetta's signature Peperoncini.

With over 100 different specialty food products, the Mezzetta family offers a huge variety of great sandwich partners including olives, peppers, relishes, sundried tomatoes and a variety of sauces. With just a twist of a jar, Mezzetta will transform an average sandwich into a delicious masterpiece. One of Mezzetta's most popular items, Deli-Sliced Tamed™ Jalapeños are completely unique. Their low heat allows the flavor of the peppers to shine through. A barbecued brisket or pulled pork sandwich are ideally suited for Mezzetta Tamed™ Jalapeños. And, Mezzetta Deli-Sliced Roasted Sweet Red Bell Pepper Strips have added color and flavor to many a Philadelphia Cheese Steak.

More information on the Mezzetta Make that Sandwich contest is available at www.mezzetta.com; online entry begins May 31, 2010.

G.L. Mezzetta, Inc., 105 Mezzetta Court, American Canyon,
www.mezzetta.com 707.648.1050

California 94503





The Third Annual Mezzetta Make That Sandwich Contest will kick off on Memorial Day, 2010. For the winning recipes, interviews with the winners and other sandwich ideas, visit www.mezzetta.com.

ABOUT G.L. MEZZETTA INC.: With a tradition that began in 1935 in San Francisco's historic North Beach, G.L. Mezzetta is a specialty food producer which is best known for being America's favorite brand of domestic and imported peppers and olives. Now based in the culinary capital of the Napa Valley, the Mezzetta family includes three distinct brands which represent a wide variety of regional culinary specialties made from wholesome, quality ingredients and authentic recipes. Based on a rich Italian-American heritage spanning four generations, Mezzetta is committed to delivering flavor, convenience, and value to today's health-conscious consumers. www.mezzetta.com

MEZZETTA® PEPPER PANINI WITH GOAT CHEESE AND ARUGULA

Prep Time: 5 minutes Total Time: 10 minutes Serves 4

- 4 oz goat cheese
- 8 slices sourdough bread
- 1 cup Mezzetta® Deli-Sliced Peperoncini, drained
- 1 cup Mezzetta® Deli-Sliced Roasted Red Bell Pepper Strips, drained
- 2 cups arugula, stems removed
- 1/4 cup Mezzetta® Extra Virgin Olive Oil



Spread goat cheese onto each slice of sourdough bread. On half of the slices, layer Mezzetta® Golden Greek Peperoncini, Mezzetta® Roasted Red Bell Pepper Strips and arugula. Top with remaining slices of sourdough bread. * Brush bread with Mezzetta® Extra Virgin Olive Oil and grill in panini machine or: * Heat half of the Mezzetta® Extra Virgin Olive Oil on medium heat in a large skillet. Toast two panini at a time, pressing down on panini with a spatula, turning after two minutes, or when bread turns golden brown. Serve immediately.

MEZZETTA® PROSCUITTO, PROVOLONE AND PEPPERONCINI GRILLED SANDWICHES

Prep Time: 8 minutes Total Time: 20 minutes Serves: 4

- 1 cup Mezzetta® Deli-Sliced Peperoncini
- 8 slices sourdough bread
- 4 tsp Dijon mustard
- 8 oz provolone cheese, sliced
- 8 oz Proscuitto (or thinly sliced ham)
- 4 Tbsp butter



Drain Mezzetta® Peperoncini. * Spread four slices of bread each with a teaspoon of Dijon mustard. * To build sandwiches, divide up Mezzetta® Deli-Sliced Peperoncini, Proscuitto and cheese equally, using one slice each of the bread. Top with remaining slices of bread. * Melt two tablespoons of the butter in a large skillet. Cook two sandwiches on medium heat, covered, about six minutes per side. Repeat procedure.

