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WHAT'S NEW AT MEZZETTA?

March, 2010 (Napa Valley, CA) — America's number one producer of imported and domestic peppers and specialty olives, has always got something new, delicious and surprising to please their customers. This year Mezzetta is introducing several exciting products to their already extensive assortment of specialty food products. Whether you are snacking, entertaining or whipping up a quick meal, Mezzetta's delicious and unique collection of culinary offerings will change the playing field in your kitchen with fresh and sophisticated flavors.

Using the company's specialized roasting and caramelizing techniques, along with adding flavorful herbs and spices, Mezzetta welcomes a new line of GOURMET DELI PEPPERS with seven distinct varieties. Ranging from Sweet & Hot Jalapeño Pepper Rings to Roasted Red Bell Pepper Strips & Caramelized Onions to Rosemary & Garlic Mild Pepper Rings, each taste will inspire a myriad of uses and recipe ideas.

Adding to their already popular olive assortment, Mezzetta introduces Italian Castelvetrano Olives, Bleu Cheese Stuffed Olives, and Greek-Style Feta Cheese Stuffed Olives.

- Making an olive lover out of most everyone, the mild, buttery Castelvetrano olive is a favorite snack in Italy.
- Each Bleu Cheese or Greek-Style Feta Cheese olive is individually hand-filled, then delicately placed into the jar.

You won't want to miss a taste of the new Napa Valley Bistro Homemade Style Basil Pesto which is as simple as it is delicious. This pesto is made from the finest ingredients in the traditional Genovese style and is 100% all natural with no preservatives.

Mezzetta is excitedly preparing for their 3rd Annual Mezzetta Make That Sandwich™ Contest. The contest runs from Memorial Day to Labor Day, 2010. The grand prize winner will receive \$25,000 and a trip to the Napa Valley. Last year's winner, Ninette Holbrook from Orlando, Florida, took home the prize for her Wine Braised Fig and Caramelized Onion Sandwich.

We would be delighted to talk with you more about Mezzetta's new products, and happy to provide you with more information, photos or samples.

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



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