



PRESS CONTACT:

Meagan Parrado
305-858-7200 ext. 222
meagan@lucini.com

LUCINI ITALIA INTRODUCES NEW 100% NATURAL FRUIT-INFUSED BALSAMICO

Trentino Apple Balsamico will debut at the 2013 Winter Fancy Food Show in San Francisco

(January 15, 2013) - Lucini Italia proudly introduces the newest addition to its line of award-winning artisan vinegars: Trentino Apple Balsamico. This exquisite vinegar combines the bright, fall-time notes of Italian Trentino apples with the perfectly balanced sweetness of gran balsamico made from 100% Trebbiano grapes. The Italian region of Trentino is world renowned for its exceptional apple crop and produces hearty apples that are crisp and sweet, with only a touch of tartness.

Like all Lucini artisan vinegars, the grapes used for this balsamico are grown, harvested, crushed, aged and bottled on a single estate near the ancient town of Modena, a centuries old center of fine vinegar production.

Research shows that today's consumer is looking to rediscover familiar, nostalgic flavors, such as apple, and use them in new and exciting ways. Trentino Apple Balsamico adds the perfect touch of fall sweetness to favorite recipes and can be used as a reduction for pork chops or roasted meats, to deglaze sauces, or to brighten marinade recipes. The balsamico shines when simply drizzled over strawberries or grilled vegetables.

Available nationwide in stores and online starting February 2013 and retailing for \$13.99, crisp and subtly tart Trentino Apple Balsamico complements Lucini's successful fruit-infused family. Consumers now have three distinct vinegars and flavor profiles at their epicurean disposal: *Savory Fig Balsamico*: quintessentially Mediterranean, the full bodied fig is a classic counterpoint to the richness of balsamic. *Dark Cherry Balsamico*: a complex layering of flavor creates an infused balsamic that brings the most luscious tastes of the summer's cherry harvest all year round.

Lucini's ongoing mission is to bring the rich, all-natural traditions of the Italian countryside to the American marketplace and believe the best tasting food comes from only the most cared-for, high quality ingredients. With healthful, step saving products full of authentic Italian flavors, Lucini is raising the bar for home cooking. Trentino Apple Balsamico, along with all Lucini extra virgin olives oils, vinegars, sauces and more, present home cooks with a myriad of options to make meal time easier, more exciting and tastier with food products that are always 100% natural.

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About Lucini Italia

The Lucini Italia Company was founded on the philosophy that great tasting food comes from only the most cared-for, high-quality ingredients. Our passion is creating authentic, handcrafted gourmet foods inspired by the culinary traditions of Italy. Prepared in small batches using 100% natural ingredients, Lucini Italia products offer both exceptional taste and culinary performance. Meeting the demands of both home and professional chefs, the Lucini Italia family of products includes award-winning extra virgin olive oils, artisan vinegars, gourmet tomato and cheese sauces and a special collection of limited production organic items.