TRADE NEWS

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Lucini Italia and Delverde launch new products at the Winter Fancy Food Show

(January 14, 2013) – Lucini Italia and Delverde, the producers of gourmet extra virgin olive oils, artisan vinegars, authentic pasta and more, will be debuting a new, 100% natural fruit-infused vinegar as well as redesigned pasta packaging and brand messaging for Delverde at the 38th Annual Winter Fancy Food Show, booth 1441, in San Francisco January 20 – 22.

Lucini® Trentino Apple Balsamico

Lucini 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.

Crisp and subtly tart, Trentino Apple Balsamico joins Lucini's successful fruit-infused vinegars, Savory Fig Balsamico and Dark Cherry Balsamico, and is line priced at $13.99 retail.

Redesigned Delverde Packaging

Delverde, the producer of authentic Italian pasta, is proud to announce the roll out of their **redesigned packaging and messaging** for the American market. Inspired by the picturesque Italian village, Fara San Martino, where Delverde is made, the packaging better reflects the pasta's handcrafted production and the purity of its ingredients. Delverde has long been a testament to the fact that a few, well selected, high quality ingredients create the best tasting food. This philosophy helped to define the pasta's new tagline, "authentic, simple and pure" and shape the clean, handcrafted look of the new pack.

The new packaging is available in 16 traditional cuts, including Penne Rigate, Mezzi Rigatoni, and Bucatini, as well a new cut to the US, the elbow shape Gobbetti. The suggested retail price for each cut ranges between $1.99 to $2.99.

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About Lucini Italia

Lucini's family of gourmet Italian foods are crafted based on the philosophy that great tasting food comes from only the most cared-for, high-quality ingredients and have been a celebrity chef

favorite since the company's inception in 1997. Voted Cook's Illustrated "Top Supermarket Extra Virgin Olive Oil" and a staple in Bon Appetit Magazine's test kitchen, Lucini's extra virgin olive oil has been featured on the Oprah Winfrey Show and in The Oprah Magazine's 'The O List'.

About Delverde

Founded in 1967, Delverde uses artisan methods and the best ingredients available to produce over 40 cuts of authentic Italian pasta. Delverde is located in Abruzzo, Italy, inside the pristine Majella National Park, in what is known as the best region in the world for pasta producers. Sold in over 50 countries, Delverde is a leading brand of premium pasta in Italy. The Delverde Pasta brand is part of Molinos USA Corp, a subsidiary of Molinos Rio de la Plata S.A.