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Rigoni di Asiago Announces Non-GMO Project Verification for Fiordifrutta Organic Fruit Spread

MIAMI, FL – June 15, 2012 – Today, **Rigoni di Asiago SRL** is extremely proud to announce our Non-GMO verification by the Non-GMO Project.

As a non-profit collaboration of manufacturers, retailers, distributors and farmers, the Non-GMO Project believes that everyone deserves an informed choice about whether or not to consume genetically modified organisms, and Rigoni di Asiago shares that mission by validating our **Fiordifrutta** product line as non-GMO.

"It was a natural step for Rigoni di Asiago to make official our Non-GMO commitment," said Alberto Carli, President of Rigoni di Asiago USA. "This additional certification allows our customers, to feel comfortable about their decisions to purchase Fiordifrutta and increases the awareness about what they buy for their families."

Rigoni di Asiago works with nature for nature. By choosing organic and non-GMO food, producing or eating it in the long term means sustaining nature's reserves. It means protecting ourselves and future generations. Rigoni di Asiago made this choice many years ago.

About Fiordifrutta

Rigoni di Asiago has based its activity on producing from organic farming. **Fiordifrutta**, now NON-GMO certified, is an organic fruit spread 100%, produced exclusively from selected organic fruit – over 3 lbs. of organic fruit is used to produce each 8.82/9.17 ounce jar. This line of spreads is made using a patented low

temperature cooking process, which conserves the vitamin and mineral nutrients of the natural fruit.

In addition, Rigoni di Asiago **Fiordifrutta** fruit spreads, unlike most others on the market, does not contain added sugar because sweetened with wild apple juice, as well organic. This exclusive recipe does not alter the nutrients of the fresh fruit while significantly reducing the sugar substance content (30% and more compared to other spreads) and contains 30% fewer calories than others in the category.

Fiordifrutta organic fruit spreads are available in a wide range of popular flavors: Strawberry, Apricot, Plum, Peach, Cherry, Seville orange, Lemon, Blueberry, Raspberry, Blackberry, Cranberry, Rosehip, Black currant, Fig, Wild berries and the new flavors Pink Grapefruit and Pomegranate.

About Non-GMO Project

The Non-GMO Project, a non-profit 501(c)3 organization, offers North America's only third party verification and labeling for non-GMO food and products. Working at every level of the supply chain, all the way back to the seeds, the Project's role is to inspire and ensure viable non-GMO alternatives long into the future. Learn more at www.nongmoproject.org

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For more information, visit <u>www.rigonidiasiago.com</u> or follow us on Facebook and Twitter.

Note to Editors: Photos, nutritional information and wonderful recipes for all product families are available upon request.

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