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HUNGRY FOR TIME?

MAMA ROSIE'S INTRODUCES FAMILY SIZE HEAT & EAT PASTA ENTRÉES WITH THE GREAT TASTE OF HOMEMADE IN JUST MINUTES

BOSTON, MA, December 2006 – Convenience cooking is an exploding trend in America. Frenzied families are demanding quick and easy ways to prepare their families favorite meals, without sacrificing that great 'home cooked' taste. Mama Rosie's, the premiere frozen pasta company in the Northeast, today announced the launch of a new line of all natural, family size entrées, ready to feed a family of four in just minutes. The new Mama Rosie's microwavable pasta line, including stuffed shells, spinach & cheese manicotti and cheese lasagna, offers homemade, gourmet tasting meals wrapped in the convenience of a frozen food entrée.

Just Heat 'em and Eat 'em

As the demand for high quality, great-tasting convenience meals continues to grow, Mama Rosie has taken its wildly popular individual-serving pasta meals and turned them into multi-serve, family size entrées. Each meal variety, including Four Cheese Stuffed Shells, Spinach & Cheese Manicotti and Cheese Lasagna, serves a family of four in less than 15 minutes and offers the same authentic, great-tasting pasta products that have made Mama Rosie a household name. The new entrées are made with only the highest quality, all natural ingredients with no preservatives or additives.

Each of Mama Rosie's new multi-serve meals may be heated right in the same container it comes in, either in the microwave in 13-15 minutes or in a conventional oven in less than 60 minutes. The new family size convenience entrées, which are available now in major supermarkets throughout New England, include:

- **Four Cheese Stuffed Shells:** This stuffed shell family meal features a four-cheese medley of asiago, parmesan, ricotta and imported pecorino romano cheese folded into Mama Rosie's famous pasta shells and served with a deliciously seasoned tomato sauce.

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- **Spinach & Cheese Manicotti:** Mama Rosie's manicotti features the finest durum flour and is carefully filled with spinach, imported pecorino romano and mozzarella cheese. This home-style family entrée is made complete with a mouthwatering, seasoned tomato sauce.
- **Cheese Lasagna:** Mama Rosie's recipe for lasagna starts with the finest pasta dough, then layered with the highest quality ricotta, pecorino romano and mozzarella cheese. The lasagna is topped with a tasty, seasoned tomato sauce.

"In today's frenetic world, it's all about giving customers what they want," said Nick Sardo of the Mama Rosie Company. "Putting a delicious, home-style family meal on the dinner table in less than 15 minutes is appealing to more and more people. Now families have the option to spend the time it took their mothers and grandmothers to make a dinner from scratch, doing something else. Tasty, home-cooked convenience meals, like our new cheese lasagna or four cheese stuffed shells, allow families to enjoy the time it saved in meal preparation to be with the people and activities they love instead."

Frozen Assets

According to *Frozen Food Age Magazine*, the dinners and entrées category is on track to reach the \$6 billion sales threshold by 2007, driven by consumers who want or need meals in a hurry, without sacrificing great taste or variety, and without putting a dent in their household budget. Sales results in this category show that consumers follow a similar wish list: the desire for products that taste great, offer lots of choices, ease of preparation, are a good value and, are made with good-for-you ingredients.

According to the magazine's October issue, "The need for on-the-go convenience is clearly here to stay. Success requires having all those (factors) in play. Convenience is important and variety brings consumers into the category. And taste is still the number one issue in any product—even if it's the best thing in the world for you."

Not Your Old TV Dinner

According to *Women's Health Magazine*, today's heat-and-eat meals benefit the body as well as satisfy the stomach. "Forget frost-burned Salisbury steaks and cold-in-the-center potpies. Things are heating up in the frozen food aisle. Today's entrées are heading up a new ice age, providing tasty, healthy meals you can feel good about."

In fact, a recent 2006 survey showed less than 20 percent of Americans actually prepare at least one meal a day at home. Seventy percent of the 1,002 people polled reported that time pressures are the primary reason they don't cook meals from scratch, and 82 percent want an easier, healthier alternative to eating out or buying prepared foods.

“Research and studies all point to the same thing – finding the time to make dinner is a growing priority,” said Sardo. “In 1960, the average adult spent 2 ½ hours preparing dinner -- now it's under 30 minutes. In today's fast-paced working world, it's already difficult enough for a family to have the time to eat together, much less have an hour to prepare a delicious and appetizing dinner to sit down to.”

Given the growing demand for multi-serve dinners and entrées, Mama Rosie is anticipating strong sales in New England with the introduction of its three new family size pasta varieties. The company is already planning further expansion of its multi-serve entrée line in 2007. “This is one of the fastest growing categories in the frozen food industry,” said Sardo. “Matching high quality, home-style taste with the convenience of a frozen meal that can be heated and served in minutes is the winning recipe in today’s hectic household.”

Growing Up Tastefully

Since its founding in 1976, Mama Rosie’s has become a rich, flavorful legacy in New England as well as throughout the Northeast. In fact, each year the company makes more than 288 million raviolis for its loyal customers.

Mama Rosie’s started 30 years ago with a dream – to make the best-tasting, all natural frozen ravioli with a rich homemade taste. The original founder, Anthony Sardo, and his two sons set out to create a recipe for frozen pasta that would taste just like his mother’s, Rosina Cammarata Sardo. To bring their dream to life, Sardo and his sons set up pasta manufacturing equipment in a modest operation in Malden, Massachusetts. With a winning recipe in hand – combining a great gourmet taste and premium ingredients – Mama Rosie’s frozen pasta quickly began to sell throughout New England, and soon, a loyal following began to grow throughout the Northeast.

Today, with an expanded manufacturing facility in Boston, Rosie’s grandchildren, along with Anthony, continue to follow the dream. Mama Rosie’s products have expanded beyond the original pasta products to now include manicotti, lasagna, stuffed shell entrées, potato gnocchi, tortellini, ricotta cavatelle and a new Low Fat Ravioli made with whole grains.

