

CONTACT: Susan Butler, MPR
781-326-8823
617-417-5733 (cell)

For Release: Immediate

MAMA ROSIE'S LAUNCHES GREAT TASTING, HEALTHY-FOR-YOU FROZEN PASTA MADE WITH WHOLE GRAINS

BOSTON, MA, December 2006 – Experts agree – the days of no carb dieting and shunning of pasta are finally coming to an end. The latest Dietary Guidelines for Americans has sparked new interest in whole grain food items as part of a healthy diet, with the recommendation of at least three whole grain food servings per day. Mama Rosie's, the premiere frozen pasta company in the Northeast, has responded to the cravings of a new generation of savvy, health-conscious consumers by introducing a great-tasting, better-for-you frozen pasta alternative. Mama Rosie's new Low Fat Ravioli offers all the nutritional benefits of whole grain – up to five grams of fiber in every serving – wrapped in the great gourmet taste lovers of authentic ravioli have grown to love.

Mama Rosie's new Low Fat Ravioli is made with a special combination of whole grains and the highest quality durum flour to give pasta-lovers a premium pasta flavor packed with five grams of fiber and 10 grams of protein. It also is low in cholesterol and sodium, and provides a great source of calcium and iron. Made with delicious low fat ricotta cheese and just 210 calories per serving, the new Low Fat Ravioli is now available to consumers throughout the Northeast in supermarkets and grocery stores.

“Consumers are becoming increasingly aware of the nutritional aspects of prepared foods as part of maintaining a healthier lifestyle,” said Nick Sardo for Mama Rosie's. “More and more, consumers are focusing on ways to reduce fat and calories as the most reliable form of weight loss and healthy eating. Whole grains have emerged as the candidate to succeed in satisfying both a healthy diet and great taste.”

-- more --

Whole Grain = Healthy Body

Recent research shows there are many proven benefits to adding whole grain to a well-balanced diet. These benefits include higher fiber, reduced risk of high cholesterol and heart disease, increase in insulin sensitivity and fat burning, as well as lower glycemic impact. Whole grain has also been shown to improve colon health.

According to the Whole Grain Council, “The medical evidence is clear that whole grains reduce risks of heart disease, stroke, cancer, diabetes and obesity. Few foods can offer such diverse benefits.”

With these health benefits in mind, Mama Rosie’s research team set out to create a recipe that matched the same gourmet taste of homemade pasta with the health benefits of whole grain. In addition to using only the finest cheeses, Mama Rosie turned to North Dakota, the world’s best source for durum wheat. Together with its mill supplier, Mama Rosie set out to create an exclusive blend of whole grain and durum that would provide the same delicate texture characteristics of hand-rolled pasta, with all the health benefits of whole grain. The company also added the Italian favorite farro to the pasta dough. This grain, which has been used since the Roman times, is naturally high in fiber and contains significantly more protein than wheat. Farro is also higher in B complex vitamin, along with both simple and complex carbohydrates.

The result is a tempting new homemade taste that any pasta lover would crave. The company expects to expand its pasta line made with whole grains with new varieties in 2007.

Growing Up Tastefully

“Since our founding in 1976, Mama Rosie’s has become a rich, flavorful legacy in New England as well as throughout the Northeast,” said Nick Sardo of Mama Rosie’s. “In fact, each year we make more than 288 million raviolis for our 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, set off with his two sons 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.

Over the next several years, Mama Rosie's continued to expand and prosper by remaining true to its original recipe. Today, with an expanded factory in Boston, Rosie's grandchildren, along with Anthony, continue to follow the dream. Mama Rosie's products, which are all natural and contain no preservatives, have expanded beyond the original pasta products to now include family-size manicotti, lasagna, stuffed shell entrees, as well as the new Low Fat Ravioli made with whole grains.

#

