



## **Rigoni di Asiago's Nocciolata Selected as 2010 sofi™ Award Silver Finalist**

MIAMI, May 17, 2010 – Rigoni di Asiago's Nocciolata organic hazelnut spread has been selected as a 2010 sofi™ Awards Silver Finalist in the Outstanding Jam, Preserve, Honey or Nut Butter category by the National Association for the Specialty Food Trade, Inc. (NASFT). The sofi Awards recognize excellence in specialty foods and honor the best of the best in specialty foods and beverages. A sofi is a highly regarded industry achievement within the industry – and is like winning an Oscar!

The 125 Silver Finalists of the 2010 Awards were chosen across 31 Awards categories, from Outstanding Appetizer, Antipasto, Salsa or Dip to Outstanding Vinegar and others. According to the NASFT this year's competition was stiff with NASFT members submitting 1,570 products in Part 1, up 12 percent from 2009, a signal that the industry is moving forward with innovation, inspiration and creativity.

“Our recognition by the NASFT for Nocciolata is a tremendous honor considering this is the first time we have entered the competition and the superior offerings in our category,” said Alberto Carli, President of Rigoni di Asiago USA, LCC. The Rigoni brothers in Italy have been making their organic Honey line since 1922, in the late 80's they developed Fiordifrutta and in the late 90's Nocciolata. In recent years with the establishment of a U.S. presence, they are now sharing these great tastes and products with the people of America.

Nocciolata is 100% natural and made only of organic raw materials without the use of chemical processes and do not contain artificial flavors, which could alter its taste. Soft and scented with the flavor of Italian hazelnuts, Nocciolata contains 15% more hazelnut than Nutella, the household name brand in America. Made with organically produced ingredients, carefully selected and measured, and skillfully combined to create the perfect, creamy consistency, Nocciolata can be enjoyed as a spread on bread, an accompaniment to cakes, crepes or ice cream; and is even used by creative cooks in cooking and baking.

Rigoni di Asiago will be exhibiting in Booth # 1372 at the 56<sup>th</sup> Summer Fancy Food Show, June 27 – 29, 2010, at the Jacob K. Javitts Center in New York City. The “Gold Award” will be judged by 300 American buyers, retailers or food service suppliers with the Executive Chef Dan Barber presenting the Gold Award on Monday 28<sup>th</sup> June, 5:00 pm during the Fancy Food Show.

## About Rigoni di Asiago

Rigoni di Asiago has based its activity on producing from organic farming. Starting with honey, the company successfully proceeded onto making Fiordifrutta jams, the natural sweetener DolceDi, Nocciolata chocolate and hazelnut spread and most recently, Fruttosa ready-to-eat fruit dessert. RdA works with nature for nature. By choosing organic 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. For more information, visit [www.rigonidiasiago-usa.com](http://www.rigonidiasiago-usa.com). Also please follow us on Facebook and Twitter.