

Rigoni di Asiago



Rigoni di Asiago Debuts Organic Hazelnut Spread and All Fruit Jams at Metropolitan Cooking & Entertaining Show, Nov. 13th – 14th 2010

WASHINGTON, D.C. – November 13, 2010 – METROPOLITAN COOKING & ENTERTAINING SHOW – Rigoni di Asiago, makers of **Nocciolata** chocolate hazelnut spread and **Fiordifrutta** organic all fruit jams, will be presenting their fine Italian made products at The Metropolitan Cooking & Entertaining Show this weekend at the Washington Convention Center. The company's delicious 100% organic jams and spreads, unlike any found on store shelves today, can be found in Booth # 708.

Nocciolata hazelnut spread, 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.

Nocciolata was 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).

Fiordifrutta is a line of organic jams. Pomegranate is the latest fruit flavor to be added to the very popular and growing **Fiordifrutta** organic jam product line. Imported from Italy and now being sold in the United States, **Fiordifrutta** jams are produced exclusively from selected organic fruit – over 2 kg of organic fruit is used to produce each jar. Rigoni di Asiago jams are

made using a patented low temperature fruit cooking process which conserves the vitamin and mineral salt content of the natural fruit.

In addition, Rigoni di Asiago **Fiordifrutta** jams, unlike most other jams on the market, contain no sugar and are sweetened with wild apple juice, also organic too. 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 jams).

Fiordifrutta jams are now 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 pomegranate.

Rigoni also makes a line of 100% organic **Italian Honeys**, which they have exclusively produced since 1992. The Honey is carefully processed using only the finest nectars and flowers with beehives located in unpolluted territories. The Honeys come in a full range of varieties: Italian Forest honey, Wild flower honey, Acacia Honey, Chestnut honey, Orange honey, Eucalyptus honey, Pine honey and Lime honey.

For more information, visit www.rigonidiiasiago-usa.com. Also please follow us on Facebook and Twitter.