

For Immediate Release
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From the Air to the Earth, Cucina Fresca's Pitch for the Planet

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SEATTLE, WA – Cucina Fresca, a local company specializing in all natural, all handmade gourmet foods, is making its first eco-pitch to nearly one million radio listeners in six Washington counties. Beginning this week, Cucina Fresca asks, "Why Waste a Good Thing?" as part of a campaign to encourage listeners to Reuse, Compost and Recycle.

To sweeten its message, Cucina Fresca offers radio listeners and online visitors tantalizing recipes and money-saving coupons for its line of fresh pastas, sauces and gourmet foods.

Earlier this year, Seattle Public Utilities expanded its list of items that can be recycled and composted within city limits. Now, all food scraps – including meat and dairy products – can be composted in yard-waste carts. The utility is also now accepting plastic lids like those used on Cucina Fresca sauce jars.

To help get the word out about SPU's eco-effort, Cucina Fresca is dedicating six months to a marketing campaign on KRWM-FM Warm 106.9. With a weekly radio audience approaching one million people in King, Snohomish, Pierce, Thurston, Kitsap and Island counties, Warm 106.9 is a top-rated Seattle rated station with women ages 25 to 54.

Cucina Fresca is also reaching out to environmentally-engaged parents through the Seattle-based Web site, Red-Tri.com. Starting August 1, Red-Tri.com members and visitors will receive free access to Cucina Fresca recipes, coupons and giveaways, all aimed at encouraging mindfulness when it comes to reusing, composting and recycling.

"This campaign gives us the opportunity to encourage our customers to do all they can to dispose of their food waste and recyclables in a responsible way," says Chef Brad Glaberson, owner of Cucina Fresca. He notes that within Seattle city limits, all Cucina Fresca pasta trays, sauce jars and Mac and Cheese paper boxes meet recycling standards.

Producing upwards of 5,000 pounds of pasta each week, Cucina Fresca inevitably has leftover food scraps such as squash husks, basil stems, cheese bits, and dough trimmings. In June, Cucina Fresca began a partnership with Cedar Grove Composting, a family-owned Everett company established in 1938 that is now the country's largest facility dedicated solely to composting. In the span of 60 days, Cucina Fresca's food waste and other compostable materials are transformed into nutrient-rich compost that is then sold to area businesses and residents.

Cucina Fresca's pitch for the planet hits airwaves this week (tune-in today at 12:44 p.m. and 4:22 p.m. to hear this month's sixty-second spot). At cucinafresca.com and warm1069.com, listeners and online visitors will find local information on recycling and composting, along with recipes, coupons and creative tips for reusing Cucina Fresca sauce jars and pasta trays.

Cucina Fresca is a proud member of Green Scene, the Seattle-based organization comprised of active recyclers and composters. Cucina Fresca is passionately committed to the highest standards of freshness, quality and flavor – and the responsible disposal of food waste and food packaging. Learn more at www.cucinafresca.com.

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