



## Seattle-Based Cucina Fresca Gourmet Foods Announces Brand Update, New Products & Expanded Distribution

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SEATTLE, WA -- Cucina Fresca, a leading producer of natural gourmet foods for retail and foodservice, today announced it has updated its brand to "Cucina Fresca Gourmet Foods" to better capture its full range of product offerings and company vision. The new branding coincides with several recent milestones, including significant gains for nationwide product distribution, as well as strategic brand partnerships and flavor expansions for its popular line of handcrafted gourmet Mac and Cheese.

"For more than 30 years, Cucina Fresca has always put product before profit, creating delicious food made in small batches from only the freshest, highest quality ingredients at our own culinary facility," said Brad Glaberson, Owner and Executive Chef of Seattle-based Cucina Fresca Gourmet Foods. "All the business decisions I make are led by being a chef. Being a taste-driven company is not the most efficient, but it's what people want, and our continued success is proof of that."

Cucina Fresca Gourmet Foods' recent growth includes:

- Increased Sales: Cucina Fresca Gourmet Foods has experienced a 62% sales growth over the past five years. The company attributes a notable portion of its success to a focus on expanding specialty distributors serving the natural and gourmet foods markets.
- New Products: The company's packaged gourmet food line now has more than 30 retail products, and 130 foodservice offerings. Its product line encompasses fresh pastas, fresh sauces and frozen "lazy" lasagna and gourmet mac and cheese dishes. The company recently launched two exciting new products -- Sharp Cheddar Mac and Cheese, and Spinach and Cheese Lazy Lasagna. In 2012, the company plans to add a natural gourmet soup line and innovative rubs for meats, seafood and more.
- Broader Distribution: Cucina Fresca Gourmet Foods is now in more than 1,000 grocery stores, specialty shops and foodservice channels throughout North America. Recent retail wins include grocery giant Kroger, Gelson's in Southern California, Bristol Farms in Northern

California, and increased placement in Whole Foods locations in the US and Canada.

-- Strategic Distribution Partners: Cucina Fresca Gourmet Foods has also forged strategic partnerships with local organizations to further its brand awareness and reach. It has created custom foodservice products for Safeco Field, Whole Foods Prepared Foods Department in the Pacific Northwest, and its pastas are served by Compass and Bon Appetit, leading food management companies responsible for serving many Pacific Northwest corporate cafeterias.

About Cucina Fresca Gourmet Foods With roots as a mom-and-pop shop in Seattle's historic Pike Place Market, Cucina Fresca Gourmet Foods is today a leading producer of natural, delicious prepared foods for retail and foodservice. Its products -- including popular fresh pastas and sauces, and frozen "lazy" lasagnas and macaroni and cheese entrees -- are all handcrafted in small batches from only the freshest, highest quality ingredients to ensure the most delicious experience. Cucina Fresca Gourmet Foods is sold throughout grocery stores, specialty shops and restaurants in North America. For more information and recipes, visit [www.cucinafresca.com](http://www.cucinafresca.com) .

Source: Cucina Fresca Gourmet Foods