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Comfort Food Trends Put La Panzanella in Delicious Position to Delight Consumers with New Cinnamon and Sugar Flavored Sweet Crisps

(Tukwila, WA - 12-21-09) - Specialty Food Retailer reports that products that offer comfort and joy continue to enjoy popularity and sooth the soul, especially during these daunting economic times. That is good news for La Panzanella (www.lapanzanellacom), an award-winning artisan baker of gourmet Italian snack crackers. The company is bringing new Sweet Crisps with sugar crystals and cinnamon to market, just in time to bring seasonal comfort and smiles for sharing.

Paul Pigott, company owner, said that he knew quickly with the Sweet Crisps he had a winning product in development. "Teenagers were sampling the Crisps and finishing them before mom or dad could try them," he quipped. "The biggest and most welcome challenge for consumers is buying enough of them to keep everyone in the extended family happy."

Sweet Crisps are handcrafted flatbread strips made in true artisan style. They are a cinnamon-topped savory sweet complement to coffee, tea, and soft cheese. They come in bags of 5 ounces with a suggested retail price of \$3.99. These low fat Crisps are artisan made with all natural ingredients.

Pigott says it is just a matter of time before the product finds its way to better grocery and boutique retailers across North America, alongside the company's six-time NAFTA award-winning line of Croccantini gourmet Italian crackers.

La Panzanella is well known for creating award-winning and delicious Croccantini. This is a popular line of artisan-made gourmet Italian snack crackers that comes in nine savory flavors, including the most popular Rosemary-flavored variety.

Croccantini were introduced in 2001 at the National Association for the Specialty Food Trade (NASFT) Fancy Food Show and won top honors for best new product. Croccantini won NASFT honors in 2001 and 2002 for Best Cookie/Cracker. The product won again in 2002 and 2003 for Outstanding Best Seller. The product won again in 2007 for Outstanding Cracker. Pigott and his team are preparing to show the New Sweet Crisps at the January 2010 Fancy Food Show.

About La Panzanella:

La Panzanella is a Tukwila, WA-based manufacturing company that bakes award-winning Italian snack crackers called Croccantini. These are crisp, herb-infused rustic crackers based from an original Italian recipe and made with all-natural ingredients that add gourmet cache to any table. They are certified Kof-K Kosher and parve. With six National Association for the Specialty Food Trade (NASFT) Fancy Food Show honors to its credit to date. The new Sweet Crisps hope to win the hearts and minds of loyal consumers who insist on sharing better crackers with the people they love. Learn more at www.lapanzanella.com, and ask your neighborhood retailer to carry them.

Visit the La Panzanella Booth #4913 at the San Francisco Fancy Food Show January 17-19, 2010.

Follow La Panzanella on Twitter at www.twitter.com/lapanzanella and become an official LaPanzanella Fan on Facebook:
<http://www.facebook.com/home.php?#/pages/La-Panzanella-Artisan-Made-Gourmet-Italian-Crackers/119865043820?ref=nf>

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