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La Panzanella Debuts Croccantini Minis to Make Artful Appetizers Easy

(Tukwila, WA - December 21, 2009) - A line extension from La Panzanella (www.lapanzanella.com) is going to make a lot of gourmet cooks, caterers, and people who love to entertain with quality food very happy. The award-winning Croccantini line of artisan-made gourmet Italian flatbreads is being re-sized to a "two bite" size to create a new line of Croccantini Minis to make creating visually enticing and delicious appetizers easy.

The company's flagship product - the popular 4 inch by 6 inch Croccantini -- has earned a place in the bread baskets of some of the nation's finest restaurants and the tables of gourmet cooks across the nation. The generous size of the flatbread invites sharing, while reinforcing the artisan-made nature of the product. Croccantini will continue to be sold at better grocery stores and delis across North America. The new minis -- 1 3/4" by 3 1/2" in size - will soon follow in national distribution.

Pigott says there are a lot of 'foodies' who appreciate a more consistent presentation for their appetizers, food trays and displays. The beauty of this new line of resized crackers with the same great taste is that they offer uniform size to meet this need. A smaller size - perfect for two delicious bites -- also will offer the consumer and the retailer the advantage of less product breakage during transit.

They are available in 6 ounce packages at retail with a suggested retail price of \$4.99. Croccantini Minis are packaged in 6-pound cases for foodservice use. Pigott reports that the most popular flavors of Croccantini, including Rosemary, Original, Sesame, Black Pepper, Garlic, and Whole Wheat will be first to market. They are artisan-made with all natural ingredients.

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 Croccantini Minis 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 Croccantini Minis hope to win the hearts and minds of loyal consumers who insist on sharing better, conveniently-sized snack crackers with the people they love. Learn more at www.lapanzanella.com, and ask your neighborhood retailer to carry them.

Visit La Panzanella at the Fancy Food Show at Booth #4913.

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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