



CUCINA ITALIANA AT ITS BEST: JOSEPH'S GOURMET PASTA BRINGS THE FLAVOUR OF ITALY TO CANADA

It's what's inside that counts™: Super-premium filled pasta provides delicious new Italian-inspired offerings

TORONTO (June 29, 2010) – The rolling hills, enticing ingredients and rustic charm of Italy are the inspiration behind Nestlé Professional's™ newest member of the family: JOSEPH'S GOURMET PASTA. With its ongoing commitment to developing gourmet, flavourful and original culinary fare, Nestlé Professional™ is pleased to introduce a new super-premium line-up of five decadent gourmet filled pastas that are now available to Canadian operators looking for fresh new ideas to inspire their culinary creations.

"Every JOSEPH'S gourmet ravioli is made with meticulously selected ingredients like oven roasted mushrooms, slowly braised beef and North Atlantic lobster," said Jordana Britt, Corporate Chef, Nestlé Professional™. "In addition to the premium ingredients, what also makes this pasta special is that the dough is rolled up to five times to ensure extra thinness and a greater filling to dough ratio, adds Britt. "Texture and flavour are perfectly balanced to create Italian countryside-style pasta, without the costs associated with having to make it from scratch."

It's what's inside that counts™

JOSEPH'S GOURMET PASTA began as an outgrowth of Joseph's Bakery, a small neighborhood business established by the Faro family in 1979. In the late 1980's Joseph's Bakery produced a limited line of pasta products which were sold from the bakery storefront and to local supermarkets.

In 1991, the Faros' only son, Joe, had a vision to grow the pasta-making concept into something more. Joe wanted to develop a line of upscale pasta that would appeal to a sophisticated and quality conscious clientele. He wanted to take a product that was previously considered a mundane, low priced side dish and turn it into a true center-of- the-plate concept.

To bring this vision to life, Joe developed a proprietary manufacturing technique with the aim of replicating handmade-style ravioli that restaurants could use instead of bearing the time, labour and costs associated with from-scratch pasta making. His combination of using old world techniques and cutting edge technology has resulted in the from-scratch quality of new JOSEPH'S pasta line-up. A few key features include:



- *Commitment to quality* – Carefully selected ingredients are sautéed, roasted or braised and chopped before blending. In addition, intense reductions provide a selection of authentic, delicious flavours, resulting in high quality, flavourful and delicate fillings. Each ravioli is filled in a state of the art facility where pasta is rolled up to five times to ensure extra thinness before filling to ensure the perfect pasta to filling ratio.
- *Old world meets the future* – A proprietary pasta manufacturing technique ensures the ravioli's filling is rough chopped and then delicately stuffed to create the perfect pasta every time. Ingredients can easily be identified from a look, taste and texture standpoint duplicating rustic, handmade-style filled pasta.
- *Rustic Italian flavour without the labour* – Creating beautiful and delicious menu items has never been easier – all it takes is boiling water and about three minutes to cook the pasta, which leaves chefs to focus on injecting their creativity into sauces and plate presentation. Gourmet ravioli without the labour will impress patrons and keep your bottom line in-check.

Rustic flavour in every mouthful

The JOSEPH'S GOURMET PASTA line-up includes the following delicious offerings:

JOSEPH'S Ravioli with Braised Beef – Beef slowly braised in a red wine concentrate with root vegetables blended with aged Asiago and Parmesan cheeses and savoury herbs; wrapped in egg pasta.

- *Pair with:* Stouffer's® Sélection Saucier Creamy Alfredo Sauce, Marinara Sauce, Roasted Red Pepper Sauce, Basil Pesto Sauce or Sun-dried Tomato Pesto Sauce.

JOSEPH'S Ravioli with North Atlantic Lobster – North Atlantic lobster blended with Ricotta and Mozzarella cheeses in a creamy leek reduction; wrapped in egg pasta.

- *Pair with:* Stouffer's® Sélection Saucier White Wine Cream Sauce or Creamy Alfredo Sauce.

JOSEPH'S Ravioli with Mediterranean Vegetables – A Mediterranean blend of spinach, crimini mushrooms, red peppers, tomatoes, garlic and shallots combined with Mozzarella, Pecorino Romano and Ricotta Cheeses; wrapped in egg pasta.

- *Pair with:* Stouffer's® Sélection Saucier Basil or Sun-dried Tomato Pesto, Creamy Alfredo Sauce, Marinara Sauce or White Wine Cream Sauce.

JOSEPH'S Ravioli with Roasted Mushrooms – Oven roasted Portabella and Crimini mushrooms blended with Mozzarella and Parmesan cheese, onions, red wine concentrate, roasted garlic and cracked black pepper; wrapped in egg pasta.

- *Pair with:* Stouffer's® Sélection Saucier Basil Pesto, Marinara Sauce or Creamy Alfredo Sauce.

JOSEPH'S Striped Quattro Formaggi Agnolotti – Creamy filling made with our best cheeses: Ricotta Impastata, Fontina, Parmesan and Parmigiano Reggiano and Sardinian Pecorino Romano; wrapped in egg and spinach pasta.

- *Pair with:* Stouffer's® Sélection Saucier Creamy Alfredo Sauce, Marinara Sauce, Roasted Red Pepper Sauce, Basil Pesto Sauce or Sun-dried Tomato Pesto Sauce.

ABOUT NESTLÉ PROFESSIONAL

Nestlé Professional™ is dedicated to being an inspiring growth partner that delivers creative, branded food and beverage solutions, enabling foodservice operators to delight their guests. From innovative beverage systems under the NESCAFÉ® and COFFEE-MATE® brands, to on-trend culinary items from STOUFFER'S®, MINOR'S®, MAGGI® and JOSEPH'S GOURMET PASTA. Nestlé Professional™ meets the needs of foodservice operators while satisfying the tastes of the out-of-home consumer. Nestlé Professional™ is part of Nestlé S.A. in Vevey, Switzerland — the world's leading nutrition, health and Wellness Company — with sales of \$108 billion. For foodservice product news and information, visit nestleprofessional.com.

For further information please contact:

Alison Dresser or Ryan Lockhart, Environics Communications
416.969.2668 or 416.969.2749

adresser@environicspr.com or rlockhart@environicspr.com