



## **FOR IMMEDIATE RELEASE**

# **FRANCESCO RINALDI™ UNVEILS LINE OF ORGANIC PASTA SAUCES, SUSTAINABLE PACKAGING FOR ENTIRE FAMILY OF PRODUCTS**

*Four Flavors of the Classic Family Recipe Are  
Certified Organic and Packaged in BPA-free Living Jar™*

**ROCHESTER, NY — JULY 17, 2018** — Household classic Francesco Rinaldi has released a fresh new line of USDA Certified Organic pasta sauces available in four specially crafted recipes: Portobello, Pomodoro, Garlic & Onion and Basil. Available now, the heart-healthy homestyle sauces are made with 100% organic ingredients and are low-fat and gluten-free.

“We’ve taken our authentic brand of pasta sauce and have made it more relevant for today’s health conscience consumers. It’s the same time-tested recipes made with cleaner ingredients and cleaner packaging,” said Co-President John C. LiDestri.

Francesco Rinaldi prides itself on being rooted in tradition, both upholding and challenging it since its introduction in 1971. The brand has a long line of carrying on traditions, for example, its classic spice blend has never changed, and Francesco Rinaldi pasta sauces, including the new organic, have always offered a wholesome product at a reasonable price.

“We’re proud of our traditions yet we’re boldly willing to disrupt them — especially if it means we can create a better product for both our customers and the planet,” added LiDestri.

Francesco Rinaldi’s organic sauces will be packaged in the environmentally-friendly Living Jar, an innovative substitute to glass packaging that is lighter, shatterproof and has a significantly smaller eco-footprint than its glass counterpart. The ultra-clear, blow-molded, high barrier plastic PET Jar is designed to reduce its environmental impact at every stage in its product life, from decreased fuel usage during transportation to lower greenhouse gas emissions and recycling.

LiDestri noted that health-conscious consumers will be pleased that the Living Jar is BPA-free.

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Francesco Rinaldi Unveils Line of Organic Pasta Sauces

The Living Jar packaging yields the same amount of Francesco Rinaldi sauce as the brand's traditional glass jars. Consumers who like to hear that pop of freshness when they open a jar will be pleased that the Living Jar performs the same way.

While the iconic Francesco Rinaldi label continues to stand for "strong women in our family and yours," the new Organic packaging has been made more modern and communicative by including its organic ingredients in large type on the front of the jar. "We love this transparent labeling approach," LiDestri added, "nothing to hide, it's all out there for everyone to see!"

Francesco Rinaldi's Organic Pasta Sauces, and all of its products now served in the Living Jar are available for purchase at retailers nationwide. To find Francesco Rinaldi products use their [store locator](#).

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