



Oct. 17, 2019

FAIRPORT, N.Y. — Francesco Rinaldi — a popular brand marking its 40th anniversary this year — has launched American-made, USDA Certified Organic alfredo sauces. The sauces are created with fresh, domestic cream from American farms and real parmesan and romano cheeses. Francesco Rinaldi organic alfredo sauces, available in Classic Alfredo and Roasted Garlic flavors, are already available at select stores.

Francesco Rinaldi is the flagship sauce brand of LiDestri Food and Drink, which is headquartered in Fairport, N.Y. The alfredo launch builds upon the recent success of the Francesco Rinaldi USDA Certified Organic tomato-based pasta sauces, which feature California-grown tomatoes and is one of the country’s fastest-growing organic launches in the last five years.

“Shoppers are increasingly choosing organic products,” said Stefani LiDestri, Co-President and Chief Marketing Officer of LiDestri Food and Drink. “Our new organic alfredo offers a delicious and convenient meal option enriched with the trust of organic ingredients and American manufacturing.”

Organic products, which are also non-GMO, are experiencing high growth and are a key driver in the sauce category. However, only a small percent of alfredo sauce is organic. Following years of product development, LiDestri is introducing this new line of Francesco Rinaldi organic products as the popularity of alfredo sauce is growing. Alfredo is being used for meal creation beyond pasta, including seafood, chicken, and vegetable dishes. LiDestri has made creative, non-traditional recipes available at FrancescoRinaldi.com.

“At LiDestri, tradition meets innovation, and our new Francesco Rinaldi organic alfredo sauce is the latest in the legacy of our many decades of sauce creation and production,” LiDestri said. “We are proud of our traditions yet we’re boldly willing to disrupt them — especially if it means we can create a better product for our customers.”

Attention Media:

High-res images and video are online at FrancescoRinaldi.com

Media Contact:

Dresden Engle
Dresden Public Relations, representing LiDestri Food and Drink
(585) 319-1812
Dresden@dresdenpr.com