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### **Award-Winning La Panzanella Introduces New Line of Fieri Snack Crackers to Add Spicy World Flavors to Summer Hors D'oeuvres**

(Tukwila, WA – June 10, 2009) -- Summer hors d'oeuvres just got a whole new attitude, thanks to a spicy new snack cracker introduction by La Panzanella ([www.lapanzanella.com](http://www.lapanzanella.com)) -- a Tukwila, WA- based manufacturing company that bakes award-winning Italian snack crackers. The Fieri line brings Chipotle, Serrano Lime, and Red Chili Basil flavors to all-natural flatbread crackers that are sure to light up any at-home party or special occasion.

Paul Pigott, owner, was the driver behind this new product introduction to the award-winning Croccantini line of Italian snack crackers. Croccantini (or "crunchy little bites" in Italian) are crisp, herb-infused rustic crackers baked from an original Italian recipe and made with all-natural ingredients that add gourmet cachet to any table or magic to any bread basket, Pigott said. The original and rosemary varieties have, to date, been the most popular, though Pigott expects that trend to shift with the introduction of these three new Fieri flavors.

"The American palate is changing and seeking out spicier foods with a sassier flavor profile. The new Fieri line of Croccantini delivers in a delicious, memorable way that elevates at-home entertaining to a new level of taste and flavor," Pigott said.

The new Fieri line of Croccantini offers the right balance of heat and flavor to the discriminating palate, while offering delightful and consistent crunch. They are available in 4-ounce retail bags and cases of 12 four ounce retail bags. The suggested retail price for each four ounce bag is \$2.99 - \$3.49.

Pigott explained that these handcrafted flatbreads are 3 1/2" x 4" in size and are made in true artisan style. They are ideal for snacking or use for hors d'oeuvres, antipasto, cheese platters, the buffet table, or alongside favorite dips, soups, and spreads. All natural and certified Kof-K kosher and parve, the products offer a six month shelf life.

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 Fieri line at June 28-30 Summer Fancy Food Show 2009 in New York City.

### **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 line of Fieri crackers debuting in June of 2009 hopes 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](http://www.lapanzanella.com), and ask your neighborhood retailer to carry them.

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