As we move into Spring and look forward to lighter evenings and drier weather we’re also looking forward to a host of new product launches at Donatantonio.

After a lengthy development programme (over 40 years) our Lupetta Italian ingredients range launches this month – a really big initiative for our business.

We’re delighted to have been appointed to distribute a fabulous new sugar and dairy free frozen dessert brand – Perfect World – which is generating huge interest as people seek out healthier products.

Wow butter continues to spread (ha, ha!) and will hopefully appear in a coffee bar near you soon. It’s also been shortlisted for a FreeFrom Food Award.

We’re also delighted to welcome aboard Kory Imlach to head up our purchasing team and Phil Ellis, our new Commercial Director.

Exciting times – let’s hope the food business and the wider economy perk up along with the weather and 2014 will be a brighter year for everyone.

Simon Bell CEO

Our new Lupetta retail brand is an authentic regional Italian ingredients range which has taken nearly half a century to come to fruition.

The concept for Lupetta actually originated back in 1967 but the timing just wasn’t right. After all, if you wanted to buy olive oil in the late 1960s you went to the local chemist! Thankfully times, cuisines and palates have changed and Lupetta has finally been brought to life using only the finest quality ingredients from Italy’s twenty mother regions.

From the juiciest Modena grown grapes aged in oak barrels for our Balsamic Vinegar through to the unique volcanic soil of Mount Vesuvius which is perfect for growing our succulent San Marzano tomatoes. We’ve travelled the length and breadth of Italy to meet local producers, embrace the passion, skill and care they put into their products and brought back only the very best. In short, if it doesn’t meet Lupetta’s exacting standards of provenance, quality and taste then it doesn’t get in.

Lupetta is ideal for anyone interested in cooking, and creating regional Italian dishes in particular. Whether it’s a quick weekday supper or an elaborate dinner party, Lupetta is the ultimate store cupboard essential.

The launch range kicks off with five delicious products including:

- Cherry Tomato Sauce
- Semi Dried Cherry Tomatoes
- ‘Nduja Paste
- San Marzano Tomatoes
- Balsamic Vinegar of Modena

The Lupetta range will be launched with a comprehensive PR and marketing support programme including national print and online media relations, advertising, food fairs and a dedicated web-site with recipe ideas and usage suggestions.

Watch this space for announcements of new line additions to the Lupetta range.

All good things come to those who wait!
IN A PERFECT WORLD, WE HAVE IT LIKED!

Well, we certainly do when it comes to our exciting new Perfect World range of ice cream, a healthier and equally delicious alternative to traditional ice cream.

It’s taken five years to develop this uniquely blended, finely balanced recipe that delivers the true premium ice cream taste experience but with none of the guilt! The secret is in the recipe which ditches the sugar, the dairy and the wheat and uses instead a blend of nutritious nuts and natural sweeteners including stevia. So, it doesn’t just taste great, it’s actually good for you too as a natural source of vitamins, minerals and fibre. So, you can indulge to your heart’s content ... literally!

Available in four mouth-watering flavours [500ml and 120ml tubs] including Belgian Chocolate Brownie, Banana Walnut Chip, Loads of Strawberry and Taste of Carrot Cake, Perfect World really is the perfect frozen dessert choice for everyone.

From those who are health conscious through to parents looking for healthy snacks for their kids as well as dieters, diabetics and people with food intolerances.

The launch will be supported with a national PR and marketing campaign designed to deliver mainstream brand awareness and drive trial. After all, tasting is believing and the proof is always in the pudding, or in this case, Perfect World ice cream!

OUR SPRING SPECIALITY RANGE HAS SPRUNG

Spring is in the air and a change of season usually goes hand in hand with a whole new approach to our culinary requirements. It’s time to park the comfort food and embrace instead the delicious, refreshing ingredient options we have on offer.

Whether it’s preparing a quick and tasty nutritious lunch, conjuring up a crisp and healthy side dish or showcasing a sensational BBQ, we have it all covered. The only limitation is your imagination!

First off we have a mouth-watering ‘Antipasto all’Italiana’ range including succulent peppers, carrots, cauliflower, fennels, onion, celery, artichokes, mushrooms, green and black olives and capers all steeped in our finest olive oil. Then there are our giant green olives, Maggionline onions and Grilled Vegetables range comprising aubergine, courgette, pepper, artichokes, gherkins and mushrooms to name but a few.

A marvellous way to bring these ingredients to life is with our recipe below which includes our couscous range which is a tasty and versatile addition to any dish. Just click and enjoy!

http://www.myrecipes.com/recipe/sirloin-skewers-5040000000113760/

STOP PRESS

The Wowbutter word continues to spread as it has just been short-listed for a FreeFrom Food Award 2014 in the store cupboard category! The awards celebrate the innovation and imagination shown by the food industry in creating foods that are free of wheat, gluten, dairy, eggs, nuts, soya or sulphites. Watch this space for the final results which will be announced soon.

A BIG WELCOME TO...

KORY IMLACH – Purchasing Manager who heads up our buying team and brings with him a wealth of foodservice industry experience.

Kory’s perfect meal most certainly has an Italian flavour going on with his starter of Arancini, those delicious fried rice balls coated in breadcrumbs followed by a huge bowl of Gnocchi, all washed down with a fine bottle of Chianti. Dessert would be Tiramisu shared with one of his ideal dinner guests ... his Italian partner! Conversation would most certainly be eclectic as Kory would also invite Glenn Leher, one of the finest gemstone carvers of our time, Australian swimmer Ian Thorpe and athlete Michael Johnson. Now there’s a dinner party worth gate crashing ... taxi!

AND CONGRATULATIONS TO

Phil Ellis who has been appointed to Commercial Director here at Donatantonio, heading up our ever expanding manufacturing, retail and foodservice sales teams.

FULL DETAILS AND PRICES ARE AVAILABLE FROM OUR SALES TEAM
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