

IN THE PRESS

Rigoni di Asiago

FEBRUARY / MARCH 2017 HIGHLIGHTS



Runner's World Magazine

Circulation 665,366



BEST FOODS FOR RUNNERS

FUEL UP

PREP



CARAMELIZED COLD BREW ESPRESSO

Boost your run with caramelized espresso made with organic, fair-trade, high-fructose Dark Chocolate Mocha will also get you out the door.



Shoop

HEALTHY SCOOP ENDURANCE BEST BLEND

Beats have been shown to improve endurance. The added mango powder ranges up the flavor without sacrificing benefits.



FIORIDFRUTTA

MADE IN NATURAL BERRY FRUIT POPS

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FIORIDFRUTTA ORGANIC STRAWBERRY FRUIT SPREAD

This lower-sugar, berry-heavy spread is perfect on your morning toast. Also pairs great with cheese (for after).

PB&J Waffle



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SHOOP HEALTHY SCOOP ENDURANCE BEST BLEND
Beats have been shown to improve endurance. The added mango powder ranges up the flavor without sacrificing benefits.

Lowest amount of sugar and fat in your spread, which can help you stay hydrated.

FIORIDFRUTTA ORGANIC STRAWBERRY FRUIT SPREAD
This lower-sugar, berry-heavy spread is perfect on your morning toast. Also pairs great with cheese (for after).

Runner's World Online

5.34M visitors per month

BEST FOODS FOR RUNNERS

THE BEST FUEL FOR RUNNERS



"This lower-sugar, berry-heavy spread is perfect on your morning toast. Also pairs great with cheese (after your run)."

The Daily Meal

2.07M Visitors per Month



/ EAT/DINE / PRODUCTS

Introducing Nocciolata, Italy's Eco-Conscious Chocolate Hazelnut Spread

Mar 22, 2017 | 3:51 pm By Alexis Steinman, Staff Writer

Watch out, Nutella — there's a new spread in town.

Named after the Italian word for hazelnut, Nocciolata is an organic **chocolate-hazelnut** spread that tastes great while limiting damage to the environment. If Nutella is a factory-farmed, big-brand bovine, Nocciolata is a heritage, grass-fed heifer.

Nocciolata is made with cold-pressed sunflower oil, unlike Nutella, which uses controversial palm oil. Recently, palm oil has come **under attack** by the European Food Safety Authority, which proclaimed it to be a “potentially carcinogenic contaminant.” Palm oil production also has a negative impact on the environment, causing deforestation and threatening wildlife as tropical forests are converted into oil palm plantations.



Advertising Week

33.9K Visitors per Month



ADVERTISINGWEEK™



The Tale of Skiro the Squirrel

Ciao, AW readers! We're jetting off to Italy today to visit a family business called **Rigoni di Asiago**. This is the brand responsible for giving the world three delicious jams and spreads: Fiordifutta (a light fruit preserve), DolceDi (a natural sweetener), and Nocciolata (a hazelnut and chocolate spread).



Of the trio, **Nocciolata**, a spreadable creamy Italian hazelnut sweetened with cocoa and milk, might just be their most famous offering. However, this may be due to Rigoni di Asiago's character for Nocciolata — a bouncy, dancing squirrel named Skiro. The story behind Skiro is a magical one, rooted in traditions that exude both the flavor of the land and give Skiro fairy tale roots. Here's a glimpse at the tale of Skiro, as only Rigoni di Asiago can tell it.

Cooking Light Magazine Online

3.65M visitors per month



EATING SMART

Time to Ditch Nutella? We Compared 4
Chocolate-Hazelnut Spreads to Find the
Healthiest

Cooking Light



Buona Pappa

23.6K Visitors per Month



To naturally sweeten them I used dried fruit (mango and cherries) and a lovely apple sweetener that I've been recently testing. It's called Rigoni di Asiago Dolcedi and it's made from the concentrated and filtered sugar extracted from organic apples.



BUONA PAPPA!

- Homemade Italian Baby Food Recipes -

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Oh My Veggies

439,000 visitors per month

healthy breakfasts that are satisfying too

FEBRUARY 8, 2017 BY KATE

Waking up on the weekdays is tough enough as it is, and trying to whip together an extravagant breakfast is simply out of the question. When you're tired and trying to get out the door, don't skip breakfast! You need a healthy and filling breakfast to have enough energy for the day. These healthy breakfasts will keep you going all day long, and better yet, they're full of flavor so you'll have something to jump out of bed for!

These **Italian fruit spreads** are made with organic fruit and sweetened with apple juice. Jams and preserves are made with sugar, but fruit spreads are made without any added sugar. So you can enjoy a delicious, fruity spread on toast in the morning *without* the guilt of a sugary breakfast. Fiordifrutta yields 30% fewer calories than most other brands, and an exclusive room-temperature production process is used to optimally preserve the nutrients and flavors of the freshly-picked fruit. We tried the raspberry and peach fruit spreads, but they come in a variety of fruits.



Vitamin Retailer

Circulation 14,746

Nocciolata Dairy Free

Italy's Rigoni di Asiago (with a U.S. office in Florida) is now offering Nocciolata (pronounced no-cholata) Dairy Free, a certified-vegan alternative of their better-for-you, higher-quality, better-tasting chocolate-hazelnut spread. Made with organic ingredients completely free of GMO's, preservatives, colors, additives or artificial sweeteners, Rigoni di Asiago's Nocciolata Dairy Free combines hazelnuts, cocoa and cocoa butter, natural vanilla extract and raw cane sugar for a chocolate-hazelnut spread with undeniably superior flavor and smooth texture. Nocciolata Dairy Free is made with environmentally responsible cold-pressed sunflower oil. It also contains far less sugar than other brands and is free from hydrogenated fats. Each batch takes 36 hours of artisanal preparation to develop its rich and complex flavor and easy-to-spread consistency. Nocciolata Dairy Free is an indulgent snack, a wonderful addition to breakfast spreads, an alternative to other nut butters, and is a wonderful accompaniment for breads, fruit, or non-dairy ice cream. Certified organic, the MSRP



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Gourmet Business

5.67K Visitors per Month

gourmet business



Volume 8, Issue 2
February 2017
www.gourmetbusiness.com

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new product gallery



Nocciolata Dairy Free 4
From Rigoni di Asiago
www.nocciolatausa.com

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MSRP \$6.49

23 Gourmet Business *New Product Gallery*

Whole Foods Magazine

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\$12.00

Whole Foods MAGAZINE

Informing and Educating Natural Products Retailers On Dietary Supplements, Herbs, Acupuncture, Chiropractic, Naturopathy, Foods
FEBRUARY 2017 www.wholefoodsmagazine.com

8 Trade Groups Establish Guidelines For Probiotics

Washington, D.C.— CRN & IPA developed guidelines for supplements & foods containing probiotics.

10 DEA Places CBD Under Schedule I Drug Code

Springfield, VA— adds or lists to prices

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APPLE-DERIVED SWEETENER

Rigoni di Asiago Dolcedi is an all-natural liquid sweetener made from 100% organic apples. The company says it is a low-glycemic alternative to sugar and other sweeteners and has 25% fewer calories than table sugar. The sweetener is certified USDA organic, non-GMO, gluten-free, vegan and kosher.

www.rigonidiasiago-usa.com

