

## Atalanta Products Recognized by the Prestigious FABI Awards

Elizabeth, NJ - The National Restaurant Association has announced its annual award recipients of the 2014 Food & Beverage Innovations Awards to be presented at the National Restaurant Association Restaurant, Hotel-Motel Show, with Atalanta receiving two top honors. As the exclusive importer, Atalanta will receive two 2014 FABI awards for its Pivetti Skura Nera Pizza Flour and Sweet Drop Peppers.

The FABI Awards recognize products that are unique, original and new to the foodservice market. Voted on by a diverse panel of foodservice professionals, the awards identify new products that allow operators to capitalize on today's consumer trends and support new profit opportunities.

Pivetti Skura Nera Pizza Flour is the newest product to offer innovation to the pizza and pasta industry. This distinct, black ash flour is produced by slow-roasted wheat, resulting in a hearty, toasted flavor, complemented by a deep smoky color. Dating as far back as the 18th century, Skura Nera was traditionally referred to as gran arso or "burnt grains", the remaining grains from the harvest that combined with the sun charred soil. Today, Skura Nera Pizza Flour presents an ideal taste and presentation for artisan style pizzas, pastas and breads.

Atalanta's Sweet Drop Peppers are sweet, little tear drop-shaped peppers with a brilliant red hue. This new and versatile pepper originated in the Amazon rainforest. Its sweet flavor and distinctive crunch is a colorful and unique topping for salads, pizzas or even baked goods.

Atalanta Corporation is proud to have Skura Nera Pizza Flour and Sweet Drop Peppers as part of its extensive line of award-winning products. Look for featured Atalanta items at this year's National Restaurant Association Show, Booth #2540, and the annual International Pizza Expo, Booth #347. For more information about Atalanta Corporation, visit [www.atalantacorp.com](http://www.atalantacorp.com).

### Atalanta Receives Two FABI Awards



Pivetti's Skura Nera Pizza Flour received a notable FABI Award for its innovation and originality.



The National Restaurant Association named Sweet Drop Peppers as one of their 2014 FABI Award recipients.

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