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FOR IMMEDIATE RELEASE

## Atalanta Launches New Look, New Website

Elizabeth, NJ – Atalanta Corporation continues its 70th anniversary celebration by launching a new logo and a refreshed, mobile and tablet-ready website, [www.atalantacorp.com](http://www.atalantacorp.com). The redesign strengthens the company's online presence and enhances product and brand awareness, while supporting marketing and training efforts.

As a part of this objective, Atalanta is proud to offer an expansive resource section with product catalogs, tradeshow and press updates as well as in-depth information on products, recipes and pairings. The site will also provide social media integration with company and product updates appearing regularly. The new website will better inform our customers, brokers, partners and employees alike on all of our products and services.

"We are excited to share this great resource with the specialty foods community." Thomas Gellert, Vice President, Atalanta, said. "We invite all those passionate about food to learn and engage with our wonderful products and their applications on the site. If only we could taste it!" Visit us at [www.atalantacorp.com](http://www.atalantacorp.com).

### About Atalanta Corporation

Dating back to 1945, Atalanta is a third-generation family-operated business which has grown to become the largest privately held food importer in the United States, specializing in imported cheese, charcuterie, grocery and seafood products and brand marketing, including private brands Celebrity<sup>®</sup>, Del Destino<sup>®</sup>, Eiffel Tower<sup>®</sup> and Zerto<sup>®</sup>. In 2015, the company will celebrate its 70th anniversary.

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