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## ATALANTA ANNOUNCES A MAJOR RE-BRANDING EFFORT FOR ITS PREMIUM FOOD SERVICE LINE

Elizabeth, NJ - Atalanta Corporation, one of the largest privately owned food importers in the U.S. announces a major re-branding effort for its premium product line, Del Destino.

Del Destino is a \$50 MM line of premium quality Mediterranean products, including various vegetables, condiments and grains. The line is primarily sold in food service but also has retail and club distribution. Del Destino is one of Atalanta's original brands with strong brand awareness in the food service category. The name Del Destino was originally inspired by Giuseppe Verdi's opera: *La Forza Del Destino*.

The objectives with re-branding are to have a uniform brand identity that reflects the premium, Mediterranean positioning, and to communicate the product benefits more effectively at retail and food-service levels. The project started in fall 2015 and will continue until all the items in the line have been updated. The new logo reflects the premium Mediterranean positioning and includes a compass that communicates the brand name (Del Destino = Destiny/Fate). The blue color will clearly distinguish the Del Destino brand in kitchens and large product images will help identify each variety. Zullo Agency, based in Princeton, NJ, has been selected to execute the re-branding project.

Bob Gellert, Executive Vice President of Atalanta, in charge of the Grocery Department says: "We are very excited to roll out the new brand identity with our customers, and expect it to help grow our already strong sales with both food service and retail/club customers."

Atalanta is an importer and distributor of premium specialty food brands including gourmet olive oils, vinegars, mustards, cheese and pastas. Our products are distributed nationally in retail stores and restaurants that focus on premium, high quality food products.

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