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FOR IMMEDIATE RELEASE

## ATALANTA CORPORATION AWARDED 2015 FABI FOR QUINOA INNOVATIONS

Elizabeth, NJ - Atalanta Corporation has received two honors for its Del Destino Ready to Eat Quinoa Salad and the Del Destino Ready to Eat Quinoa trays at this year's Food and Beverage Innovations Awards. The 2015 FABI Awards will be presented at the National Restaurant Association Restaurant Show May 16-19 in Chicago, IL.

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.

The innovative quinoa products represent Atalanta's continued focus on quality ingredients and trend-setting ideas. Del Destino's Ready to Eat Quinoa Salad utilizes pre-cooked quinoa and premium vegetables, and is a shelf-stable and ready-to-eat meal available in five distinct flavor combinations. Both products deliver great taste and convenience in a nutritious, high-protein, vegetarian meal. Daniel Sanchez, Senior Product Manager at Atalanta Corporation, has been a pioneer of the quinoa trend at Atalanta. He reflects on the recent award: "Atalanta is proud to continuously think outside of the box about what can simplify customers' lives while still getting the best ingredients. Through months of research and dedication, we have created a unique, healthy, and beautiful all around ready-to-eat meal. Developing the proper packaging has been a long road, but the finished product is now what we consider a meal that is fresher, healthier, and better tasting than what can be prepared at home."

Atalanta introduced Del Destino Ready to Eat Quinoa trays in both red and white varieties that offer restaurants immediate menu integration in a revolutionary packaging. Requiring no additional cooking or preparation, this versatile, shelf-stable and ready-to-eat quinoa delivers outstanding taste, consistent preparation without added labor costs, and superior storage and handling capabilities.

The recent nod from the NRA is a back-to-back win for Atalanta who took home two awards for Sweet Drop Peppers and Pivetti Skura Nera Black Flour in 2014. Atalanta's Vice President and third generation member of the family-owned company, Tom Gellert, describes Atalanta's impression on the food industry. "For over 70 years we have strived to make an impact on the way people eat. We feel the four main ways to do this are to offer a product that can provide a health benefit to the consumer, is authentic, provides a pleasant taste and is deliverable in a cost effective manner. We believe that we have succeeded with these products in all four ways."

Atalanta is the exclusive importer of Del Destino Ready to Eat Quinoa Salad and Ready to Eat Quinoa. For more information on these items, please visit [www.atalantacorp.com](http://www.atalantacorp.com) or booth #1815 at the NRA Show, McCormick Place – Chicago, IL.

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RIGHT: Images of Del Destino Ready to Eat Quinoa Salad  
LEFT: Images of Del Destino Ready to Eat Quinoa Trays  
More Information at [www.atalantacorp.com](http://www.atalantacorp.com)