



COLAVITA[®] USA



**NESTLE SELECTS COLAVITA USA AS SOLE DISTRIBUTOR FOR
PERUGINA IN US**

*Colavita USA Acquires Exclusive Rights to Market Baci and Perugina Chocolates
in All Classes of Trade*

Linden, NJ (June 1, 2009) -- Nestle Italy has awarded Colavita USA the sole rights to import and distribute Perugina products in the US. The multi-year agreement covers all classes of retail trade. Giovanni Colavita, CEO of Colavita USA, made the announcement.

“We are honored that Nestle has entrusted us with the legendary Perugina line, which dates back to 1907,” said Colavita. “Our company shares Perugina’s Italian heritage and commitment to quality. We look forward to expanding distribution and introducing new generations of consumers to one of Italy’s most beloved brands.”

Now celebrating the 60th anniversary of its debut in the US, Perugina produces a wide range of confectionery and food products, including chocolate bars, hard candy, and panettone. Perugina is best known for its iconic *Baci* line, produced near the city of Perugia in the central Italian region of Umbria. Italian for “kisses,” the *Baci* tradition has remained unchanged since its introduction nearly 100 years ago (on Valentine’s Day, according to company lore): silky dark chocolate enveloping a heart of *gianduia* (creamy blend of chocolate and ground hazelnuts) dotted with chopped hazelnuts and crowned with a whole hazelnut. Each “kiss” is hugged by a multilingual love note and individually wrapped in elegant silver and blue foil.

“With no palm oil, trans fat, or sodium, *Baci* are the perfect, affordable indulgence,” said Colavita. “Plans are already underway to leverage Colavita’s presence in mass retail outlets, specialty stores, food service, and restaurant

accounts to raise the profile of *Baci* and the entire Perugia line in time for the important holiday season,” said Colavita.

Sales of Perugia products will be integrated with Colavita’s award-winning line-up of Italian specialty food products, including *Colavita Extra Virgin Olive Oil*, the #1 brand of Italian extra virgin olive oil in the US.

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About Colavita USA

Colavita USA is a leading marketer and manufacturer of authentic Italian olive oil, pasta, vinegars, sauces, vegetables and other foods under the COLAVITA® and DAL RACCOLTO® brands. Colavita products are sold through thousands of grocery and specialty stores, directly to many restaurants and other foodservice establishments, and under partnership agreements with leading retailers, chefs, and cookbook author and TV host Rachael Ray. The company supports the Colavita Center for Italian Food and Wine at the Culinary Institute of America’s Hyde Park campus, committed to improving the quality and authenticity of Italian food in the US. For more information, visit www.Colavita.com.

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Media Contacts:

Nicole Jeannette
Colavita USA
908.862.5454, X129
NicoleJ@Colavita.com

Susan Gilbert Cohen
Kendal Valley Associates
973.763.6744
Susan@KendalValley.com