

Caesar's Pasta to Attend Natural Products Expo East

Caesars is a leading pasta company with over 40 year history of servicing the biggest names in the food business with conventional organic and gluten-free pasta options

Blackwood, NJ – September 15, 2011- Caesar's Pasta Products, a third generation family owned and operated business founded in 1967 that has provided the finest frozen pasta to millions of customers for 44 years, announced today the company will be at Booth # 2113 at the Natural Products Expo East in Baltimore, Maryland from September 21-24th. Caesar's will be offering samples of its gluten free and organic lines.

"We are very excited to be at this health products show that has the latest and greatest in natural food options," said Ron Lodato, Sr. Vice President of Caesar's Pasta. "We plan to have some great surprises for guests, so please stop at our booth."

In addition to the Expo, Caesar's Pasta's also recently announced a new website that is informative and user friendly. The website provides consumers with information on Caesar's delicious frozen foods, where to purchase them, customer reviews and other tidbits.

In addition, Caesar's will also be launching giveaways and contests in the next few months to be announced over Facebook and Twitter.

The trade show continues to attract up to 25,000 attendees from across the globe to engage with thousands of brands. *Natural Foods Merchandiser Market Overview* just reported-- "the natural products industry climbed to \$81 billion in total revenue last year, 7% over 2009, showing that consumers are spending again, returning to natural products stores, and that this market is healthy and growing.

As a family owned and operated business, Caesar's oversees every step in the manufacturing process to ensure the highest quality and consistency of its food line. For the last 44 years the company has been known exclusively for its dedication to safety and quality; the company uses only the finest ingredients manufactured in their U.S.D.A, FDA and HACCP compliant facility. For more information on Caesars Pasta, please visit www.caesarpasta.com or call 1-888-43-Caesar.

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For more information on Caesar's Pasta please visit www.caesarpasta.com or contact Kathryn Kelly at 1-508-643-8000 or Kathryn@cwrpartners.com