



FOR IMMEDIATE RELEASE

Media Contact

Lori Church, Director of Sales & Marketing

Lioni Latticini, Inc.

lori@lionimozzarella.com

Ph. (908) 686-6061 Ext. 38

www.lionimozzarella.com

Lioni Latticini Features Their Newly Designed Retail Cups at the 2010 International Dairy Deli Bake Show in Houston, Texas

Union, NJ, June, 2010 - Lioni Latticini, Inc., manufacturer and distributor of traditional fresh mozzarella products, previewed their newly designed and conveniently packaged 8 oz. fresh mozzarella retail cups at the 2010 International Dairy Deli Bake this week in Houston, Texas. A spokesperson, for Lioni reports rave reviews and newly created demand for this product line in the retail market place.

Lioni will be offering a variety of retail products in this 8 oz. convenient size. In addition, to the Ovoline, Bocconcini, Ciliegine, and the Marinated Ciliegine line you can now also find Lioni's fresh mozzarella Medallions, Perle, and Perline.

Producing additional product offerings available in an 8 oz. size presents a viable option for retailers that currently purchase the product in 3 lb. tubs, without having to spend valuable time re-packaging and stocking in their own costly containers. In addition, it allows Lioni's diverse line of water products to be more readily accessible to households throughout the country. Lioni is confident that the retail customer will appreciate the quality, convenience, availability and the versatility of these distinct mozzarella sizes for pairing with their favorite ingredients, to create their very own culinary visions.

This update to their retail cup packaging keeps the Lioni retail product line in sync with the original branding of their hand wrapped fresh mozzarella, their number one retail item, as well as all of their branding initiatives. This fresh new look embodies a sophisticated presentation equivalent to the quality and value of the brand. It conveys the true nature of the product through crisp, elegant, full color logo and product images, along with clear and concise product information for the retail consumer. All of the 8 oz. retail cups are packed 12 pieces in a case.

To learn more about Lioni's Traditional Fresh Mozzarella products and to see Lioni's new retail cup packaging design, visit their website at www.lionimozzarella.com.

About Lioni Latticini, Inc.

The Salzarulo Family began its tradition in the Latticini business in the town of Lioni, Italy, many decades ago. Bringing old world Italian values and traditions to Brooklyn, NY, they transformed their small neighborhood family business into a nationally renowned manufacturer and distributor of fresh mozzarella. Utilizing modern technology and computer-monitored equipment imported from Italy, a strict attention to detail goes into every step of production. Lioni supplies buyers with a full product line of fresh mozzarella and imported Mozzarella di Bufala for both food service and retail demands across the United States. They currently ship nationally to over 35 cities each week via refrigerated trucking. For more information, contact Lioni Latticini, Inc. 555 Lehigh Avenue, Union, NJ 07083 908.686.6061 or info@lionimozzarella.com.