



Marie Callender's® Introduces New Pasta al Dente

Product Fact Sheet



Marie Callender's® introduces Pasta al Dente, an entirely new line of full-flavored, authentic Italian-style meal offerings, to its great-tasting meal varieties. Always made with love and care, Marie Callender's now offers 10 delicious, traditional Italian meals that taste as though they were cooked slowly in Noona's kitchen but, instead, are ready in just four minutes, fresh from the microwave. Each meal features classic Italian recipes and traditions that use only the freshest Italian herbs and spices and with pasta cooked perfectly al dente. Pasta al Dente has adopted SteamCooker™ patented technology, a two-tray, steam-cooking system that makes the new meals exceptionally fresh-tasting, with al dente pasta, deliciously crisp vegetables and tender meats. This innovative technology, combined with great-tasting ingredients, makes the new Marie Callender's meals unlike any other frozen meal in the category and shatters consumers' expectations for frozen meals. Pasta al Dente meals are not bland or mushy, making them a convenient, inexpensive and -- best of all -- delicious option for any meal.

Marie Callender's Pasta al Dente products:

The Pasta al Dente line is now available in 10 distinct varieties – Fettucini Chicken Balsamic, Creamy Basil Chicken, Tortellini Romano, Rigatoni Marinara Classico, Shrimp Rigatoni, Penne Garlic Chicken, Chicken Pesto Parmesan, Beef Bolognese Rigatoni, Chicken Carbonara, and Penne Chicken Piccata. Each meal features traditional ingredients and flavors of Italy.

- **Fettucini Chicken Balsamic** with crimini mushrooms and balsamic vinegar from Modena
- **Creamy Basil Chicken** with crushed pesto and fresh zucchini
- **Tortellini Romano** with fresh basil and real Parmesan
- **Rigatoni Marinara Classico** with meatballs and Italian sausage
- **Shrimp Rigatoni** with shrimp in lobster sauce
- **Penne Garlic Chicken** with chunks of artichoke hearts and Roma tomatoes
- **Chicken Pesto Parmesan** with Roma tomatoes, broccoli, and Parmesan cheese
- **Beef Bolognese Rigatoni** with hearty vegetables and rich Parmesan cheese
- **Chicken Carbonara** with uncured bacon and peas
- **Penne Chicken Piccata** with white wine lemon butter sauce, Parmesan cheese, spinach and capers

Suggested retail price for Marie Callender's Pasta al Dente meals is \$3.49 for a 10- or 11-ounce meal.

Marie Callender's Product Information:

- Marie Callender's brings you everything from complete dinner entrées to delicious, hearty pot pies to easy family-serve meals and much more. So it's easy and convenient to always have the taste of a home-cooked meal, made with love, care and all kinds of special touches -- just like your grandma would have made. For more information, please visit www.mariespasta.com.

Company Information:

- Marie Callender's® is a product line of ConAgra Foods, Inc.
- ConAgra Foods, Inc. is one of North America's largest packaged food companies, with a strong presence in consumer grocery, as well as restaurant and foodservice establishments.
- For more information, please visit www.conagrafoods.com.

Sue Burke
630.857.1347
susan_burke@conagrafoods.com

Jacqueline Kohlmann
312.228.6859
jacqueline.kohlmann@ketchum.com

