

CASE STUDY: Rummo Pasta

CHALLENGE

Block & DeCorso was approached by Rummo, one of Italy's oldest pasta companies, to launch in the United States a new line of ultra-premium pasta produced by an, exclusive process, known as **Lenta Lavorazione**.

SOLUTION

Block & DeCorso developed a testimonial trade ad featuring Scott Conant, the "hot" chef/owner of L'Impero and Alto restaurants in Manhattan. The testimonial contained Scott's highly favorable comments about **Lenta Lavorazione** taste and performance. In addition, Block & DeCorso held a press luncheon at L'Impero, to introduce **Lenta Lavorazione** pasta to food editors. They had the opportunity to taste the pasta while learning about the new slow process that ensures it cooks al dente and retains its flavor and nutrients. Influential food editor Florence Fabricant of The New York Times was among the attendees.

RESULTS

The brand is being selected by fine restaurants across the country and is gaining shelf-space in gourmet shops.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.

RUMMO
Lenta Lavorazione

Amazing Performance!
Introducing Rummo Lenta Lavorazione...

The ultra-premium pasta from Italy, Rummo's Lenta Lavorazione, is now available in America for the most discriminating chefs. It's not by accident that Lenta Lavorazione is already a mainstay in top American restaurants, such as Scott Conant's L'Impero and Alto in New York City.

Rummo Lenta Lavorazione is the result of 12 years of research re-creating the traditional way of making pasta. Our exclusive method begins with selecting superior durum wheat semolina that contains 40% more protein than the Italian standard requires. Lenta Lavorazione (Italian for "slow process") is gently kneaded, preserving all the flavor, aroma and nutritional content of our superior wheat, and it always cooks al dente. It's no wonder Scott Conant was amazed the moment he tried Rummo Lenta Lavorazione.

"After years of making pasta, Rummo Lenta Lavorazione amazed me with its flavor, consistency and performance."

*Scott Conant, Chef/Owner
L'Impero and Alto restaurants, New York City
and author of Scott Conant's New Italian Cooking*

Lenta Lavorazione has been awarded the "Marchio di Garanzia della PFI" from the Federation of Italian Chefs.

For a truly amazing pasta, call us today at 800-421-8054
To learn more about our exclusive method, visit www.pastarummo.com



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