FOR IMMEDIATE RELEASE

New Rachael Ray Sauces Add Flavor Everyday
Emmy-Award Winning Daytime Television Show Host Introduces
Rachael Ray Smoky BBQ Sauce and Rachael Ray Porcini Steak Sauce

Edison, NJ (March 29, 2013) – Just in time for outdoor entertaining, Rachael Ray is adding a pair of versatile sauces to her signature line of specialty food products. Rachael Ray Smoky BBQ Sauce and Rachael Ray Porcini Steak Sauce are must-haves for creating Rachael’s famous recipes and livening up everyday dishes.

For Rachael, when it comes to BBQ sauce, it’s all about the base. Made with all natural ingredients, Rachael Ray Smoky BBQ Sauce is rich and tasty, spiked with Rachael’s own spice blend for that special smoky barbecue flavor. It’s the perfect partner for chicken, beef, veggies, and other grilling favorites. Rachael Ray Smoky BBQ Sauce adds delicious barbecue zing to pan sauces and year-round staples like burgers, meatloaf, and baked potatoes (a spoonful mixed with sour cream or Greek yogurt elevates a tater to a meal). And the balance of tangy and sweet makes Rachael Ray Smoky BBQ Sauce the perfect foundation for home cooks who like to add flavors and seasonings.

Porcini mushrooms and steak are one of Rachael’s favorite pairings. Many of her cookbooks, including the new “My Year in Meals”, include a dish with this combination of deep, strong flavors. With Rachael Ray Porcini Steak Sauce, steak is not the only partner. Any type of burger will benefit from Rachael Ray Porcini Steak Sauce on top or mixed in. Liven up marinades for chicken, pork, or even veggies. A couple of dashes of Rachael Ray Porcini Steak Sauce in stews or braises will add rich complex flavor that will keep guests coming back for more.

Rachael Ray Smoky BBQ Sauce and Rachael Ray Porcini Steak Sauce are the latest addition to Rachael Ray’s growing pantry collection, produced by Colavita USA of Edison, NJ. Rachael Ray Smoky BBQ Sauce and Rachael Ray Porcini Steak Sauce are available in supermarkets and food stores nationwide, along with Rachael Ray EVOO, Rachael Ray Balsamic Vinegar and Balsamic Drizzle, Rachael Ray Stock in a Box, and Rachael Ray Seasoning Grinders. Rachael Ray pantry items are available 24/7 at www.ColavitaStore.com.


About Rachael Ray

Rachael Ray is best known as the host of the hit syndicated Emmy Award winning daytime television show “Rachael Ray” produced by CBS Television Distribution in association with Harpo Productions, Scripps Networks and Watch Entertainment. Rachael's warmth, energy, and boundless curiosity also reaches scores of fans through her popular Food Network shows, her own line of cookware, knives,
signature food ingredients and lifestyle magazine Every Day with Rachael Ray. In 2011, Rachael won the People's Choice Award for "Favorite TV Chef." In 2007, Rachael launched the Yum-o! organization, a nonprofit organization dedicated to empowering kids and their families to develop healthy relationships with food and cooking and in 2008 she partnered with Ainsworth Pet Nutrition to create a line of pet food of which all her proceeds are donated to organizations that help animals in need. Most recently, it was announced that Rachael was given her own publishing imprint called "Rachael Ray Books" under Atria Books, which will allow the bestselling author of more than 20 books to publish a line of titles by up and coming cooks, food writers and experts.

About Colavita USA

Family-owned Colavita USA LLC, headquartered in Edison, NJ, has been importing and distributing Colavita Extra Virgin Olive Oil for over 30 years. Colavita Extra Virgin Olive Oil is recognized as the #1 Italian brand in the US and has earned awards from renowned cooking publications and general-interest magazines.

Colavita® authentic Italian specialty products, including durum wheat semolina pasta, a full selection of balsamic and wine vinegars, traditional and organic pasta sauces, and olive-canola blended oils are the ingredients of choice for chefs in home, restaurant, and professional kitchens. Colavita is also the sole importer and distributor of Perugina food and confectionery products in the US.

Recognizing the company’s contribution to developing the North American market for genuine Italian extra virgin olive oil, Colavita Founder and Chairman Emeritus John J. Profaci was inducted into the Culinary Institute of America’s Hall of Fame in 2009. Colavita also supports The Colavita Center for Italian Food and Wine at the Culinary Institute of America’s Hyde Park Campus. For more information about Colavita USA, please visit www.Colavita.com.

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