

Ciao Bella Announces New Flavors for 2009

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Latest Creations to Be Unveiled at Natural Products Expo East

Ciao Bella will unveil three new pint flavors this week at Natural Products Expo East in Boston, offering a fresh mix of unique flavor pairings that the brand has become known for. A sneak peak for retailers and press, Ciao Bella will showcase dark chocolate jalapeño gelato, malted milk ball gelato, and banana mango sorbet before the flavors become available to consumers in early 2009.

Longstanding favorites at Ciao Bella's gelato bars and restaurant suppliers, the three flavors will now be available at consumer retail for the first time due to popular demand. All three flavors are handcrafted and taste-tested for quality, offering something for everyone with unique combinations of sweet, spicy, tangy and fresh tastes made from all natural ingredients.

'We're excited to share our new flavors with the culinary community, presenting them with the latest in our line of exceptionally distinctive flavors,' said Ciao Bella Vice President of Marketing Deborah Holt. 'Our special blend of unique ingredients and stand-alone staples will surprise the palate and offer a fresh take on an old favorite treat.'

Distinctive yet delicious, Ciao Bella's three newest pint flavors diversify the brand's full retail portfolio. Dark chocolate jalapeño gelato combines robust West African chocolate with the spicy taste of whole jalapeño pepper slices. Malted milk ball gelato swirls rich malted cream with hints of vanilla, toffee and chocolate and whole balls of all natural, crunchy, malted chocolate. Rounding out the unique trio of flavors, banana mango sorbet mixes a balanced blend of Ecuadorian bananas and Alphonso mangoes.

Ciao Bella's three new flavors will be showcased at Natural Products Expo East when it comes to the Boston Convention and Exhibition Center from October 16 through 18.

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