



## **Caesar's Kitchen Is Cooking Up Delicious, New Organic and Gluten-Free Frozen Entrees**

*Caesar's® Kitchen brand unveils two new product lines - Certified Gluten-Free and Certified Organic - at Expo West 2016*

Anaheim, California ([PRWEB](#)) March 11, 2016 -- At the opening of the 2016 Expo West Natural Foods Show, Caesar's Pasta LLC announced today the introduction of an exciting new line of "better for you" frozen entrees. Debuting under the new Caesar's® Kitchen brand, the products feature chef-inspired, flavorful, convenient meals in two highly sought after consumer varieties: Certified Organic and Certified Gluten-Free.

The new Caesar's® Kitchen entrée items include: Gluten Free Buffalo Style Chicken Mac & Cheese, Gluten Free 3 Cheese Herb Rigatoni & Meat Sauce, Organic Tuscan Garden 4 Four Cheese Ravioli and Organic Asiago Mushroom Penne Pasta.

"We are excited about the potential of the new items and the new Caesar's® Kitchen brand. For over 45 years and three generations, our company has been focused on the highest quality ingredients and product offerings. We are now taking that same approach while adding some flavor adventure to delight and excite gluten-free and organic-seeking consumers," said Michelle Hennessy, Sales & Marketing Manager for Caesar's® Kitchen.

Caesar's® Kitchen is the newest brand for the Caesar's Pasta family. The new items feature attention-grabbing branding, displaying "Organic Goodness" and "Gluten-Free Gourmet" energetically on the respective front panels. "We did our research, and most noticeably, we heard consumers comment on all of the clutter and fragmentation in the freezer case. They are longing for simplification and quality. So, we went out of our way to make it simple for them to find our new Caesar's® Kitchen Organic and Gluten-Free items," added Michelle Hennessy.

The new Caesar's® Kitchen items are all 8.5 ounces, will target a retail price point of \$4.99 and will begin hitting store shelves this summer. For information about the company, products and more, please visit [www.caesarskitchenmeals.com](http://www.caesarskitchenmeals.com)



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