



the little sauce company



The Little Sauce Company, producers of premium Sauces - introduce their innovative Italian Pasta Sauce range. Exciting new flavours, made with only 100% natural ingredients, offer sublime flavours and new recipe ideas.

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Since inception, **The Little Sauce Company's** extraordinary sauces have been a talking point for many discerning foodies. The company's main aim is to source and develop new flavours and ideas using only the best ingredients, and by adding a good helping of passion, skill and creativity.

Asparagus Pesto and Artichoke & Garlic Sauce are just two of The Little Sauce Company's new and innovative products that have made people rediscover the delights of true Italian cooking.

Their range of rustic traditional sauces (such as the UK's best known favourites, Pesto Genovese made with real Ligurian basil leaves, Arrabbiata and Authentic Bolognese made only with ripe, naturally sweet Italian tomatoes from the sun-drenched hills of southern Italy) offers only the best quality and the true authentic taste of traditional Italian dining.

Their more innovative range offers new concepts that also include Bell Pepper Pesto or Tomato & Ricotta Sauce. These delicious all-natural products are a quick, easy way to effortlessly add a big flavour hit to pasta dishes, or to any fish or meat dishes.

The Little Sauce Company's story began with a stall at various farmers' markets in and around London, the ideal location to test budding product concepts and ideas. Most surprisingly children were their biggest and most outspoken fans, and mothers returned week after week to purchase the sauces. In one particular case, a mother said our sauces proved to be the only way to get her kids to eat their vegetables!

Once the word was out, many delicatessens and farm shops in and around the capital became enthusiastic about the products. Compliments received from some of the UK's best chefs are testament to the fantastic quality and flavour range of the products.

Another added benefit of the product range is that the tomato-based sauces (sold in jars of 280g) are produced in a *nut free environment* and are certified 100% *gluten-free*. The pesto and speciality sauces (sold in jars of 130g) are all dairy free, and are thus suitable for the expanding niche market of *Vegetarians and Vegans*.

Marco Fontana Ros, Director and Development Chef of The Little Sauce Company, who himself is Italian and is the driving force behind the brand that makes it so much more than just another sauce company, explains:

"After growing up with authentic home-made pasta and sauces, I found I missed eating those real flavours when I moved to London, and felt I could find them nowhere unless I cooked them myself. I set up The Little Sauce Company after noticing a gap in the market for real Italian sauces that are 100% natural and taste authentic, made only with the finest ingredients."

Marco continues: "When I sit down to eat plate of pasta, I expect to be transported straight to that old idyllic piazza in a remote corner of Italy, where flavour, passion and inspiration are tangible and can literally be picked out from the air". It seems evident that he will make no compromise when it comes to his pasta sauces, and, now that his delicious products have been launched in the UK, neither should anyone else have to compromise any more!

Ends

For further information or for visuals, please contact Marco:

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Products are for sale online at

www.littlesauce.co.uk. Prices start from £4.50



Pictures: (top left) - The Little Sauce Company's range of Tomato based sauces in 280g jars (Arrabbiata, Tomato & Ricotta Cheese, Authentic Bolognese, Italian Olives & Tomato). **All are gluten free and produced in a nut-free environment.**

Pictures: (above) - The Little Sauce Company's range of Pesto and Speciality sauces in 130g jars (Tomato & Basil Pesto, Pesto Genovese, Asparagus, Bell Pepper, Artichoke & Garlic). **All are dairy free and suitable for Vegetarians and Vegans.**