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## Sacla' further expands the free from category with risotto launch



**15 February 2016:** Sacla', the UK's number one pesto brand and the biggest Italian sauces brand in Free From<sup>1</sup> is adding to the growth of the free from category with the launch of "Free From" Wild Mushroom Risotto.

Launching on 22 February in Tesco, the new risotto sauce is gluten, wheat and dairy free and is made in Italy by the founding Italian family.<sup>1</sup>

Sacla' "Free From" Risotto is the eighth Free From launch from Sacla' in under 2 years and the range is currently experiencing strong growth with unit sales growing at +30.2% (vs. the total Italian FF Sauces category at +14.8%)<sup>2</sup> making the fastest growing major brand in Italian Free From.

This new risotto sauce, made with generous handfuls of Champignon and Nameko mushrooms, is a shortcut to the classic Italian dish.

Consumers with a propensity to naturally wheat and gluten free products (10% of the population are cutting down on gluten\*) can also enjoy the risotto sauce as it transforms an array of Italian dishes be they grain, rice or quinoa based.

Clare Blampied, managing director of Sacla UK commented "With meal solutions within Free From primarily focused on gluten-free pasta, the Sacla' Free From

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Risotto Sauce allows consumers to expand their recipe repertoire further using naturally gluten free products such as rice, quinoa & other grains.“

The risotto sauce is also suitable for vegans (currently 12% of the UK population identify as either vegan or vegetarian, with 20% of 16-25 year olds self-identifying in this way).

A significant number of Italian food consumers do not cook risotto at home as research has shown many feel it is too complicated. With Sacla' Free From Risotto sauce anyone can create a risotto in twenty minutes by simply adding risotto rice, a stock cube of their choice and water.

Sacla' "Free From" Mushroom Risotto is available from 22 February in Tesco stores nationwide priced £2.49. (serves 2 as a main course and 4 as a starter)

-Ends-

<sup>1</sup> The recently launched "Free From" Basil Pesto & Tomato Stir-in and Creamy Tomato Stir-in will be launched in Tesco stores at the same time as the new Sacla' Wild Mushroom Risotto Sauce.

\*(YouGov Survey – Aug '15)

<sup>2</sup> IRI Latest 12wks data to 2<sup>nd</sup> Jan 2016.

## Notes for editors:

- Established in 1939, Sacla' remains a family owned and run business based in Piedmont, north-west Italy.
- Sacla' are the original pesto pioneers, with a wide range of Italian recipes which are truly authentic, made in Italy by Italians for Italians.
- As well as Pesto and pasta sauces, Sacla' produce a range of Italian ingredients and antipasti.
- National listings for the core Sacla' range include Asda, Co-op, Morrisons, Ocado, Sainsbury's, Tesco and Waitrose,
- Sacla' has a portfolio of award winning pesto and pasta sauces.
- [www.sacla.co.uk](http://www.sacla.co.uk)

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