



PRESS INFORMATION

Nduja (pronounced endooyah)



13 June 2018 : Sacla', the Pesto Pioneers are launching a truly up-to-the minute Pesto, featuring the ingredient of the moment, 'Nduja.

Originally hailing from Calabria, the enthusiasm for 'Nduja continues to spread, thanks to Calabrese chef Francesco Mazzei, one of the first to introduce nduja to his menus in the UK back in 2009. The delicious sausage is a spicy version of Italian salumi made with selected cuts of pork and combined with fiery red Calabrian chilies and salt. It's then smoked and formed into a giant sausage, with flavour maturing over time, finally ending up as a spreadable paste.

Traditionally Calabrians have enjoyed it lovingly piled onto bread, with cheese if preferred, a sort of down-to-earth condiment brimming with umami.

Sacla' has made this robust sausage by turning it into a delicious traditional Pesto by adding Italian basil, nuts and oil. The new Pesto goes beyond the humble loaf and is other-worldly in a never-ending number of cheffy ways beyond pasta, to include seafood and vegetables. It's far-out with crab, stellar with monkfish, lifts to an omelette or frittata recipe and is delicious with green vegetables including peas and broad beans.

Available in Waitrose from 25 June and Tesco from beginning of August with an RRP of £2.60.



For further information, samples and photography, contact hgutteridge@sacla.co.uk, 07711 157655.

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Notes for editors:-

- Established in 1939, Sacla' is still a family owned and run business based in Piedmont, north-west Italy.
- Sacla' are the original Pesto Pioneers, with a huge number of Italian recipes all made in Italy by Italians, for Italians.
- As well as an award winning range of Pesto and pasta sauces, Sacla' also produce a range of Italian ingredients and antipasti.
- The core Sacla' range is on sale in Asda, Co-op, Morrisons, Ocado, Sainsbury's, Tesco and Waitrose as well as on-line and through independents and cash and carry stores.
- There is also a foodservice range
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