

Catelli Brothers Experiences Tremendous Growth to its Italian Bistro Lineup in 2007

Company introduces new entrées and expands distribution during banner year

COLLINGSWOOD, N.J., January 14, 2008 – Entering 2007, Catelli Brothers, the nation’s premier veal and lamb purveyor, was cautiously optimistic about the potential for its Catelli Italian Bistro product lineup. By year’s end the company had seen the number of Italian Bistro entrées nearly double and the number of stores carrying the products more than triple.

“Our Catelli Italian Bistro product lineup experienced tremendous growth in 2007 and we plan to build on the momentum for 2008,” said Tony Catelli, president and CEO, Catelli Brothers, Inc. “We have already begun work on our next Italian Bistro entrées and are exploring ways to increase our distribution channels to help meet the continually growing demand.”

During 2007 Catelli introduced five new entrées to the Italian Bistro product lineup – Chicken Marsala, Chicken Parmigiana, Chicken Piccata, Lamb Rosetta and Veal Parmigiana. In addition, the number of stores carrying Catelli Italian Bistro has more than tripled since the beginning of 2007, bringing the total to over 2,200 stores nationwide.

The Italian Bistro line, which now features 11 entrées, includes simple, package-to-plate cooking instructions. Other meals in the Italian Bistro line include: Veal Bacon, Veal Marsala, Veal Piccata and Veal Provencale, as well as both Beef and Veal meatballs.

“Many people enjoy their Italian favorites at restaurants, but not at home since some are unsure of how to create these dishes on their own. The Italian Bistro products alleviate that uncertainty and provide a high-quality in-home dining experience,” added Catelli.

Catelli Brothers will be promoting the entire line of Italian Bistro entrées through retail partnerships, broadcast advertising and regional cooking shows.

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For sales information, contact Monica D’Ancona at 856 – 869 – 9293 Ext. 230.

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About Catelli Brothers:

A leading purveyor of veal and lamb for over 60 years, Catelli Brothers, Inc. serves foodservice organizations and retail chains nationwide. For more information, please visit www.catellibrothers.com or www.catelliitalianbistro.com.