



**PRESS RELEASE FROM LA PIZZA COMPANY FOR IMMEDIATE RELEASE**

**July 2011**

**Fully baked and folded; just fill!**

Tascas are fully baked, folded, soft bread pockets from La Pizza Company and are perfect for smaller operators wanting a product that can be served hot or cold, that is quick and easy to prepare, offers convenience in use and great portion control, ensuring low waste. It couldn't be simpler; thaw, fill and serve!



**Richard Jansen, Managing Director, La Pizza Company;** *"The Tasca range has been a huge success since launch due to its uniqueness; there's really nothing like it available. Although excellent served cold as an alternative sandwich carrier, it really excels when served hot."*

Being fully baked, Tascas take just 90 seconds to heat through on a Panini grill. They are also much softer to eat than a Panini and are more versatile as fillings are held securely within. You can fill them with anything, and they can be thawed in small batches, minimising waste.

**Richard Jansen;** *"Having visited lunch! last year we believe that it is the perfect forum to launch new products for the Food-to-Go market. It is well targeted and attracts the right people for our range. We are going to be sampling our Tascas; with added benefits such as speed of cooking, a softer eating experience and more flavour we have found that it can really offer operators a versatile alternative to the Panini."*

**For more information on the La Pizza Company range of products call 01730 811490 or visit [www.lapizzacompany.com](http://www.lapizzacompany.com)**

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## Notes to Editors:

- La Pizza's Tascas can be sampled on stand number F616
- To serve hot, Tascas can either be heated on a Panini grill for 90 seconds, or in the oven
- Stored frozen, Tascas simply need defrosting for an hour at room temperature before filling and if wrapped, will keep for up to 4 days in a refrigerator
- Tascas are available in cases of 24, in Red Onion, Caesar, Plain and Multigrain varieties
- La Pizza Company's products are made using the finest ingredients, with no artificial flavours or preservatives, are GM free, low in fat and have a salt content of 0.75%



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