

DeCio Pasta Poised for Explosive Growth

TEMPE, Ariz., Aug. 20, 2013 (SEND2PRESS NEWSWIRE) – DeCio Pasta, the leader in production of high quality handmade naturally flavored pasta, has launched an aggressive strategy to grow its brand on an international basis. DeCio has just completed expansion of its state of the art Tempe, Ariz. manufacturing facility increasing production capabilities over 300 percent to accommodate escalating demand for its innovative products. In addition, DeCio will begin execution of a comprehensive sales and marketing strategy focused on growing the company over 1,000 percent in the next thirty six months.

Nationally Acclaimed Chef and CEO of DeCio Pasta Scott Morrison said, “We have made significant investments in our production capabilities, sales and marketing infrastructure and developed scalable business processes to accommodate snowballing demand for our products. Rapid expansion of the flavored pasta category over the last few years can only be compared to the Greek yogurt phenomenon lead by innovator Chobani which produces 2.2 million cases of yogurt a week and has passed \$1 billion in sales since it hit the shelves in 2007. In 2007 Greek yogurt made up 0.2 percent of the yogurt market in the U.S. it now accounts for 50 percent and Chobani controls half of that market share. We like our prospects”

According to Euromonitor International and a study conducted by Jared Koerten, U.S. Research Analyst, “The State of the Pasta Industry: Global Trends and Prospects” World Pasta Day 2012; “Healthy pasta is the fastest growing category within the pasta category and forecast to be the clear driver of growth in the future.”

- * In 2012, sales of healthy pasta were twice as large as in 2006 and have more than tripled since 2003.
- * \$3B in global sales for healthy pasta in 2012.
- * 11 percent of total pasta sales in 2012 were in the healthy pasta category.

“We are excited by the ever increasing market opportunity and overwhelming demand for our products. We will continue to focus on staying true to our brand as cutting edge culinary innovators all while expanding DeCio’s availability to the consumer. At the end of the day, it’s about passion for the pasta,” said Morrison.

About DeCio Pasta:

DeCio Pasta is elegant handmade naturally flavored pasta which uses the finest Semolina Durum wheat flour to create award winning products. DeCio obtains its vibrant colors and wonderfully flavored pastas directly from the vegetables and or herbs indicated on our label. DeCio Pasta was founded 25 years ago and is currently producing out of a state of the art manufacturing facility in Tempe, Arizona (corporate office).

Award winning executive chef and CEO, Scott Morrison has created 40 varieties

of DeCio Pasta available at over 200 retail locations and restaurants across North America. DeCio Pasta has received rave reviews from food critics, Hollywood stars and been featured in national publications including New York Magazine, USA Today, Gourmet Magazine, Bon Appetit and the New York Times.

More information can be found at <http://www.deciopasta.com/>.

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