

# GABRIELLA'S KITCHEN

## Gabriella's Kitchen to preview new pasta brand at Natural Products Expo West 2018

TORONTO, ON March 1, 2018 – Gabriella's Kitchen (GK), a leading manufacturer of better-for-you foods, is excited to announce that it will be previewing its new pasta brand, noodi™, at Natural Products Expo West from March 8 to 10, 2018. Attendees will have the opportunity to sample and learn more about noodi™ GLUTEN FREE and HIGH PROTEIN fresh pastas – the same award-winning pastas currently marketed as skinnypasta™ but with a new look, new name and new home in the grocery store.

"We are always so excited for Expo West! It is an opportunity to showcase what's new and innovative at Gabriella's Kitchen and, as a fast-growing start-up brand, there's always something exciting to share," said John Shaw, Senior Vice President of North American Sales for GK. "We are especially excited to begin telling the story of noodi and how the new branding is going to better speak to the consumers in the refrigerated pasta category. It is a category that is ripe for a healthy, innovative and disruptive product like noodi!"

Expo West attendees will also have the chance to sample and learn more about GK's various lines of frozen entrees, including skinnypasta™ HIGH PROTEIN, SUPERFOOD and GLUTEN FREE, and gabbypasta™ GLUTEN FREE and SUPERFOOD frozen entrees for kids.

"We aim to surprise and delight our customers with innovative products at the forefront of the food industry," said Margot Micallef, CEO and founder of GK. "Stop by our booth and ask our team to share information about our secret new product that's set to be released in late spring 2018."

**GK will be located in booth #N1933 (North Hall) in the Hot Products area.**

To learn more about the company's nutritious and delicious offerings, please visit [www.Gabriellas-Kitchen.com](http://www.Gabriellas-Kitchen.com).

### **About Gabriella's Kitchen**

Italian sisters Gabriella and Margot Micallef founded Gabriella's Kitchen to create nutritious and delicious foods that everyone could enjoy, regardless of their dietary preferences or restrictions. Naturally, they started with pasta! Using fresh, high-quality ingredients and an artisanal pasta machine, they created the original skinnypasta™, a high-protein, low-carbohydrate and low-calorie pasta with authentic Italian taste. Although Gabriella passed away after a battle with cancer, she remains the company's inspiration. Margot is the company's visionary and, as CEO, she is the driving force behind the Gabriella's Kitchen mission: to transform the way the world eats by offering food with no compromises.

To learn more about working with Gabriella's Kitchen to bring nutritious and delicious foods to your customers, please contact John Shaw, SVP of North American Sales, at [john@gkskinypasta.com](mailto:john@gkskinypasta.com) or at 410.504.9336.

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