



"Try the Sauce!" - Aylmer Gourmet Pasta Sauce

NEWS RELEASE

Aylmer Gourmet Pasta Sauce launches saucy marketing initiative

Campaign and endorsers will stop at nothing to get you to "Try the Sauce"

October 16, 2009 (Toronto, ON) – Chef Shawn Rocchi is so passionate about a new gourmet pasta sauce that he will stop at nothing to get you to try it: seduce your husband, hijack a reality show and even become one of your children. In a new online video campaign, Rocchi does all of the above in his effort to get the time-starved Canadian to "Try the Sauce" that comes in a flexible and touch-friendly pouch.

The provocative, weird and at times surprising online video series is part of a creative initiative, named after Rocchi's tagline "Try the Sauce," that introduces *Aylmer Gourmet Pasta Sauce*, a premium line that comes in an innovative microwavable pouch. According to Rocchi, the campaign and packaging is bold, but the product is beautiful.

"This initiative takes a conventionally boring category, pasta sauce, makes it exciting and engaging for consumers in a fun and provocative way," said Rocchi, award-winning chef and owner of Pair of Pears chef services. "Like the videos, the sauce is anything but boring. It's perfect for people on the go who want gourmet, but don't have the time to make it themselves."

The series of wild and gauche videos are exclusively available for viewing online via the newly-launched website: TryTheSauce.ca. In addition to the harebrained videos, the website features recipes created by Rocchi himself, contests and everything there is to know about the gourmet sauce.

Fans of the online video series will have a chance to win \$5,000 cash by creating their own take on the "Try the Sauce!" motto and scenarios. To participate, create a video of your own and submit it online at www.trythesauce.ca.

Angry Chef Rocchi will also be showing up in grocery stores across Ontario from October 26th to November 22nd. The "Try the Sauce" team will be helping Chef Rocchi distribute over 220,000 units of the gourmet sauce across Canada. He won't be stopping there though. Rocchi will also be making appearances through advertisements online and on the TTC.

Chef Rocchi and the "Try the Sauce" team kicked off the launch of the video series by giving back to the community earlier this month. Together with Aylmer, the team presented a donation of more than 120,000 servings of Aylmer Gourmet Pasta to Second Harvest. To celebrate the donation, Chef Rocchi cooked up a gourmet pasta meal for the kids at the Toronto Kiwanis Boys & Girls Club, one of the organizations Second Harvest supports.

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For more information or to schedule an interview, please contact:

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