

HEART HEALTHY FOODS

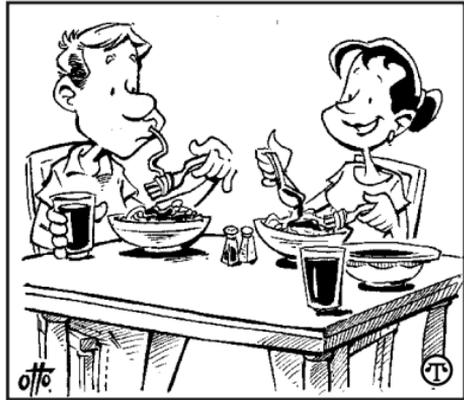
Pasta Sauce Receives Heart Healthy Mark

(NAPS)—Frederico Fellini once said that life is a combination of magic and pasta. Fellini didn't know how right he was. Now it turns out that Italian pasta sauce is not only tasty, it's good for your heart. Francesco Rinaldi Original Traditional No Salt Added Pasta Sauce has received the American Heart Association's heart-check mark.

The distinctive red heart-check mark, signifying that the product meets the Association's criteria for saturated fat and cholesterol certified for healthy people over age two, is now featured on the label.

The American Heart Association's heart-check mark program, created in 1995, is designed to provide consumers with an easy, reliable way to identify and select heart-healthy foods. The program guidelines for official certification require foods to be low in cholesterol, fat and saturated fat; contain no more than 480 milligrams of sodium per serving; and contain at least 10 percent of the minimum daily values for one or more of six primary nutrients—protein, dietary fiber, vitamins A and C, calcium and iron.

Francesco Rinaldi No Salt Added pasta sauce contains no cholesterol or saturated fat, is low in fat and has only 25 milligrams of sodium per serving. A single serving also provides 25 percent of the minimum daily value for vitamin A, 10 percent of vitamin C, 8 percent of iron and 4 percent of cal-



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cium. The tomato-based sauce is also a natural source of lycopene, the potentially beneficial phytochemical that gives tomatoes their red color and may help protect against heart disease, cancer, and other diseases linked to the damage caused by free radicals.

A bowl of pasta made with red sauce that carries the heart-check mark offers a perfect solution for the health-conscious and fast-paced lifestyles of today's consumers, who also don't want to scrimp on taste.

Research shows that 69 percent of grocery shoppers recognize the mark, and 88 percent find it helpful. Currently, more than 500 products carry the mark.

For more information or to find out where to find the sauce, call: 201-944-1233 or check their Web site at www.francescorinaldi.com.