



## NEWS RELEASE

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### THE BLT AND JENNIFER ANISTON REIGN SUPREME, ACCORDING TO NEW MEZZETTA® SANDWICH SURVEY

*Mezzetta Polls Public on Favorite Sandwiches and Celeb Sandwich Mates in Honor of  
Fourth Annual \$25,000 “MAKE THAT SANDWICH” Recipe Contest*

**NAPA VALLEY, Calif.** – August 4, 2011– Americans have spoken, and their favorite sandwich is the BLT (bacon, lettuce and tomato), according to a survey released today by specialty foods brand Mezzetta®. This is just one of the findings from Mezzetta’s survey, which polled people about their thoughts on everything sandwich related – from the best sandwich after a night of partying to the celebrity they would most like to share a sandwich with – as part of the company’s annual [Mezzetta Make That Sandwich Recipe Contest](#) running through Labor Day.

#### **Highlights of the Mezzetta Sandwich Survey:**

- Jennifer Aniston is the celebrity with whom most people would like to share a sandwich, followed by George Clooney
- The classic BLT not only topped the list as everyone’s favorite sandwich (18%), it was also the BLT survey respondents would choose if they could only eat one sandwich every day for the rest of their life
- Two American classics, the grilled cheese and the PB&J (peanut butter and jelly), ranked low on the list of favorite sandwiches, chosen by just 9% and 4% of people, respectively
- Bologna and cheese is the sandwich people miss least from their childhood
- Nearly two thirds of survey respondents (65%) reported they typically do not eat the same sandwich every time

- 27% of people polled eat more than four sandwiches a week – though a majority (65%) eat one to three sandwiches per week
- “Whatever I can find” is the sandwich most preferred by respondents following a night of partying

“It’s clear from our poll that a majority of us are looking for ways to spice things up and add variety to our sandwich repertoire. We created our annual Make That Sandwich recipe contest to do just that – inspire America’s sandwich creativity, challenge people to go beyond the usual meat and cheese combo and spice it up a bit with peppers, olives, capers and other unexpected ingredients,” said Mezzetta CEO Jeff Mezzetta. “We are also working to create the world’s largest database of sandwich recipes so keep those creative concoctions coming!”

### **Celebrating the Art of the Sandwich with a Chance to Win \$25,000**

Mezzetta conducted their sandwich survey as part of its *Make That Sandwich Recipe Contest*, now in its fourth year. Competing for a grand prize of 25,000 and a trip for two to Napa Valley, headquarters to Mezzetta, home cooks can enter their original recipes for the *Mezzetta Make That Sandwich Recipe Contest* at [www.makethatsandwich.com](http://www.makethatsandwich.com) in any or all of three categories: cold sandwich, hot sandwich and vegetarian sandwich from now through Labor Day (September 5, 2011).

Also part of the *Make That Sandwich Recipe Contest* is the ***Celebrity Chef Sandwich Charity Challenge***, which features eight culinary masters competing against one another for sandwich superiority and a \$10,000 donation to the charity of his or her choice. Each of the eight celebrity chefs created and submitted a recipe incorporating two or more Mezzetta products. Voters can make their choice for their favorite sandwich once each day of the contest (which runs through Labor Day 2011) at [www.makethatsandwich.com](http://www.makethatsandwich.com).

Celebrity chefs stepping up to the sandwich plate include:

- **David Bazirgan** from San Francisco, CA, Executive Chef of critically acclaimed [Fifth Floor Restaurant](#).
- **Michael Ferraro** from New York, NY, Executive Chef of [Delicatessen](#) and [macbar](#).
- **Ingrid Hoffmann** from Miami, FL, Host of the Cooking Channel’s, [“Simply Delicioso,”](#) and [“Delicioso”](#) on Univision/Telefutura.
- **Stephanie Izard** from Chicago, IL, Chef/Owner of [The Girl & The Goat Restaurant](#).

- **Roger Mooking** from Canada, Host and Co-Creator of the internationally broadcast television series, "[Everyday Exotic](#)."
- **Michael Psilakis** from New York, NY, Chef/Owner of [Fish Tag](#).
- **David Rocco** from Canada, Host of the internationally broadcasted TV series, "[David Rocco's Dolce Vita](#)."
- **Jeffrey Saad** from San Francisco, CA, Host of the Cooking Channel series, "[The United Tastes of America](#)."

**Methodology:** Working with [MarketTools](#), Mezzetta conducted an online survey in April/May 2011 of 1,000 U.S. adults ages 18 and up. The online sample is nationally representative.

For a comprehensive overview of the survey results or more detail about any of the findings, please contact Anna Stock-Matthews at [Mezzetta@allisonpr.com](mailto:Mezzetta@allisonpr.com) or (415) 277-4926.

**ABOUT MEZZETTA SPECIALTY FOODS:** With a tradition that began in 1935 in San Francisco's historic North Beach district, Mezzetta is a specialty food producer best known for being America's favorite brand of domestic and imported peppers and olives. Founded by Giuseppe Luigi Mezzetta, an Italian immigrant who started the business selling specialty food items imported from Italy. Jeff Mezzetta, his great grandson, now runs the company from a new facility in the culinary capital of the Napa Valley. The Mezzetta family includes three distinct brands that represent a wide variety of regional culinary specialties made from wholesome, quality ingredients and authentic recipes. Based on a rich Italian-American heritage spanning four generations, Mezzetta is committed to delivering flavor, convenience, and value to today's health-conscious consumers. For more ideas to spark your imagination, please visit [www.mezzetta.com](http://www.mezzetta.com).

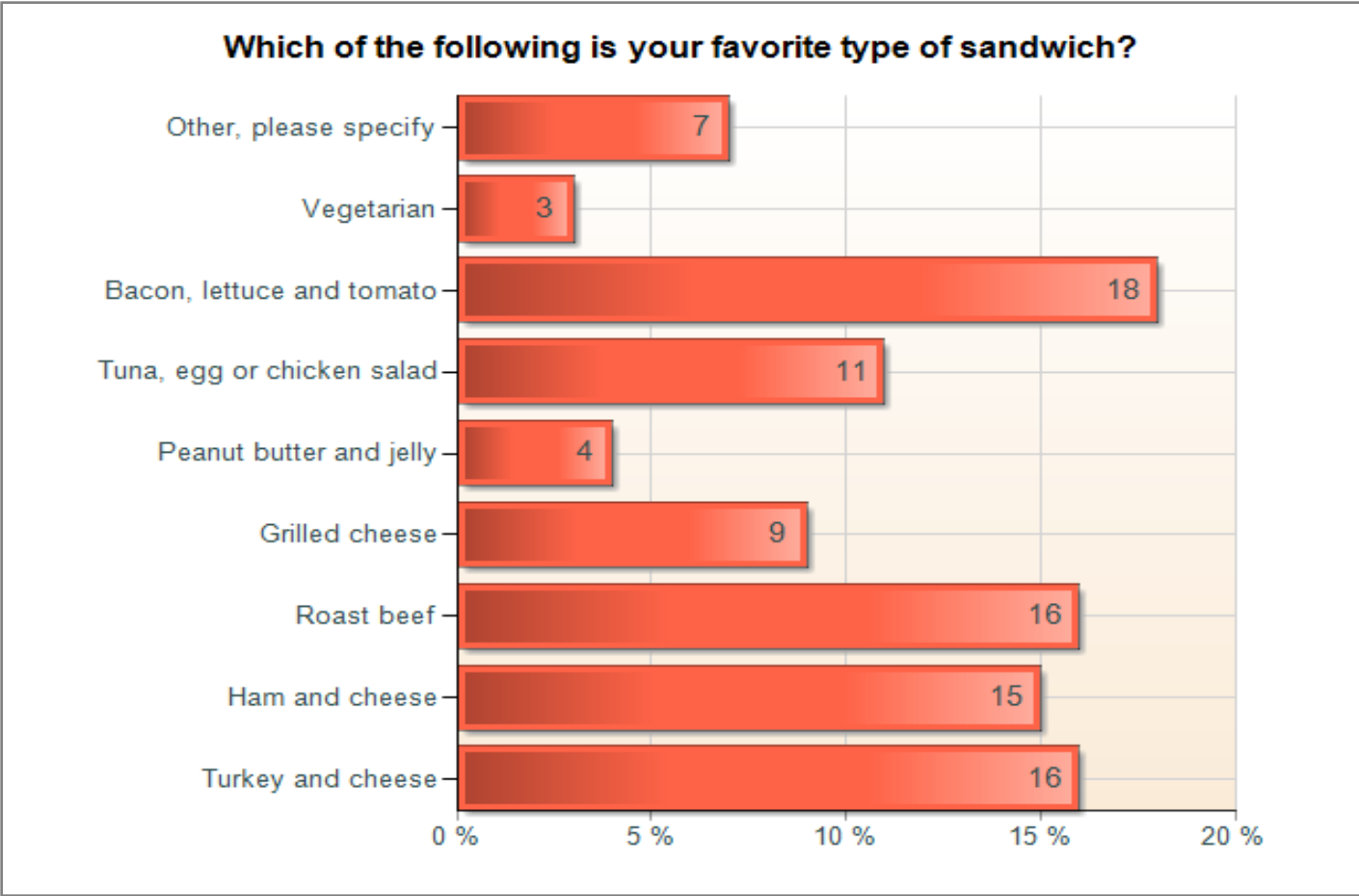
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# Mezzetta Sandwich Survey Report

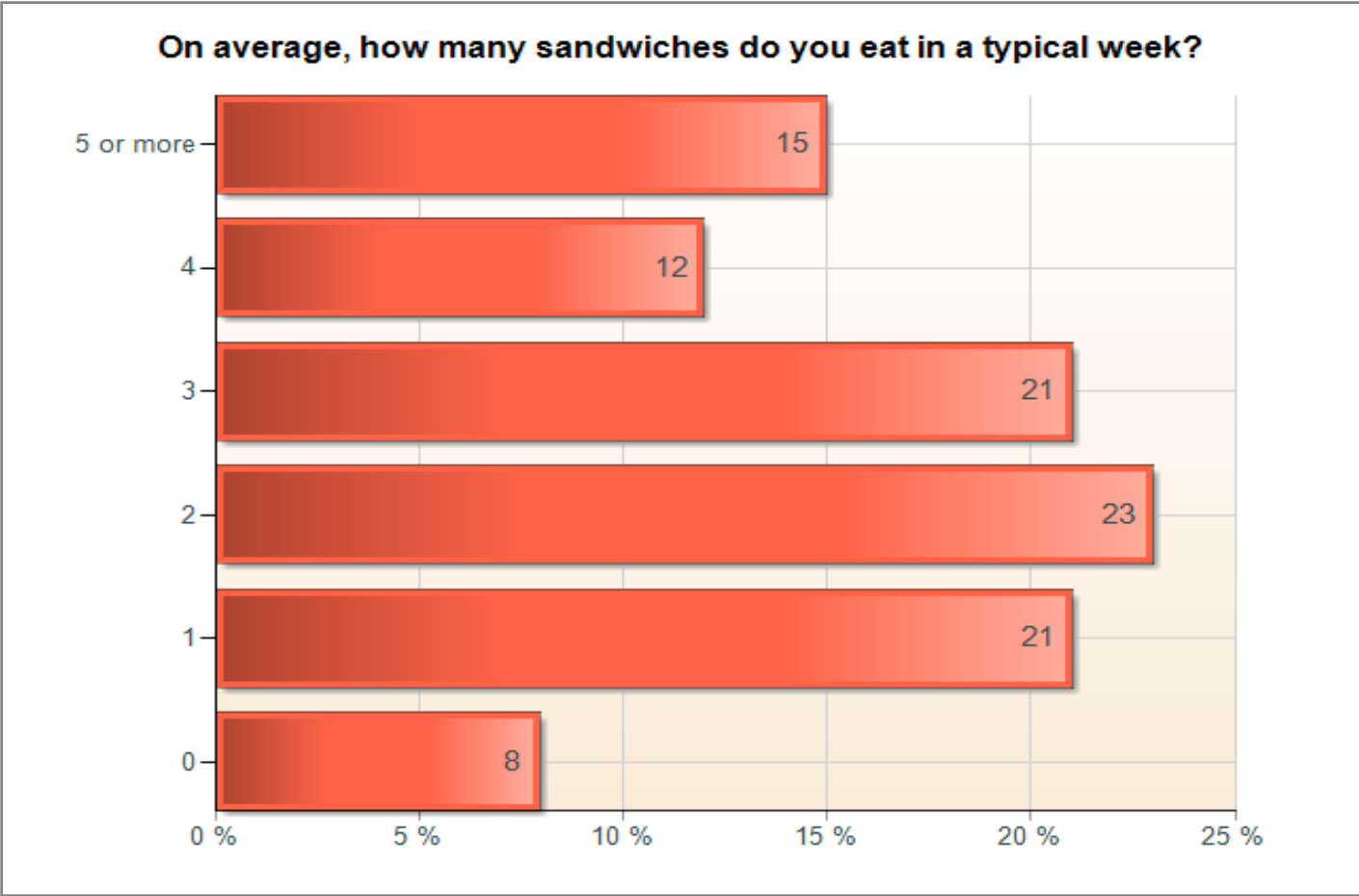
## May 2011

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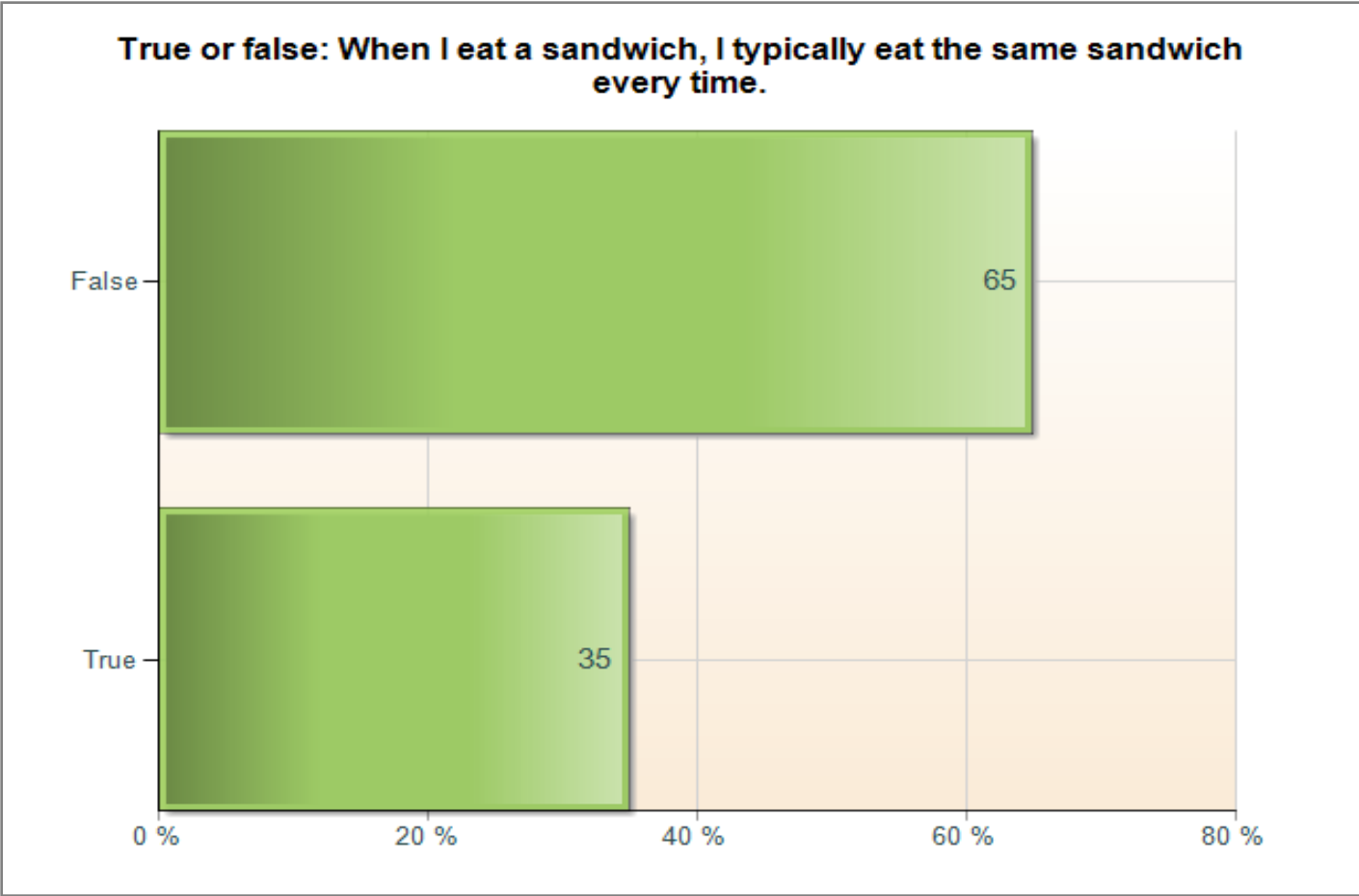
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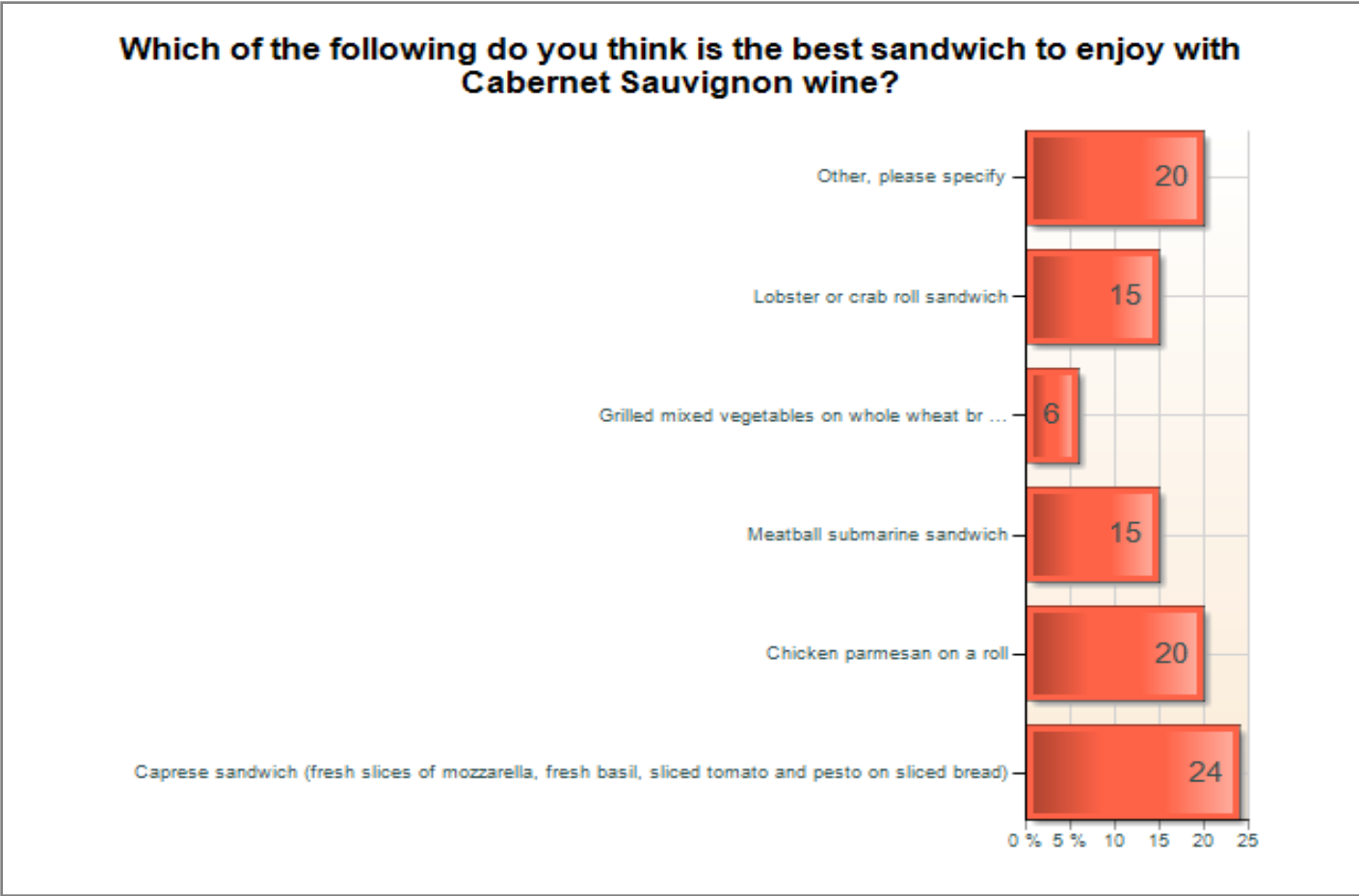
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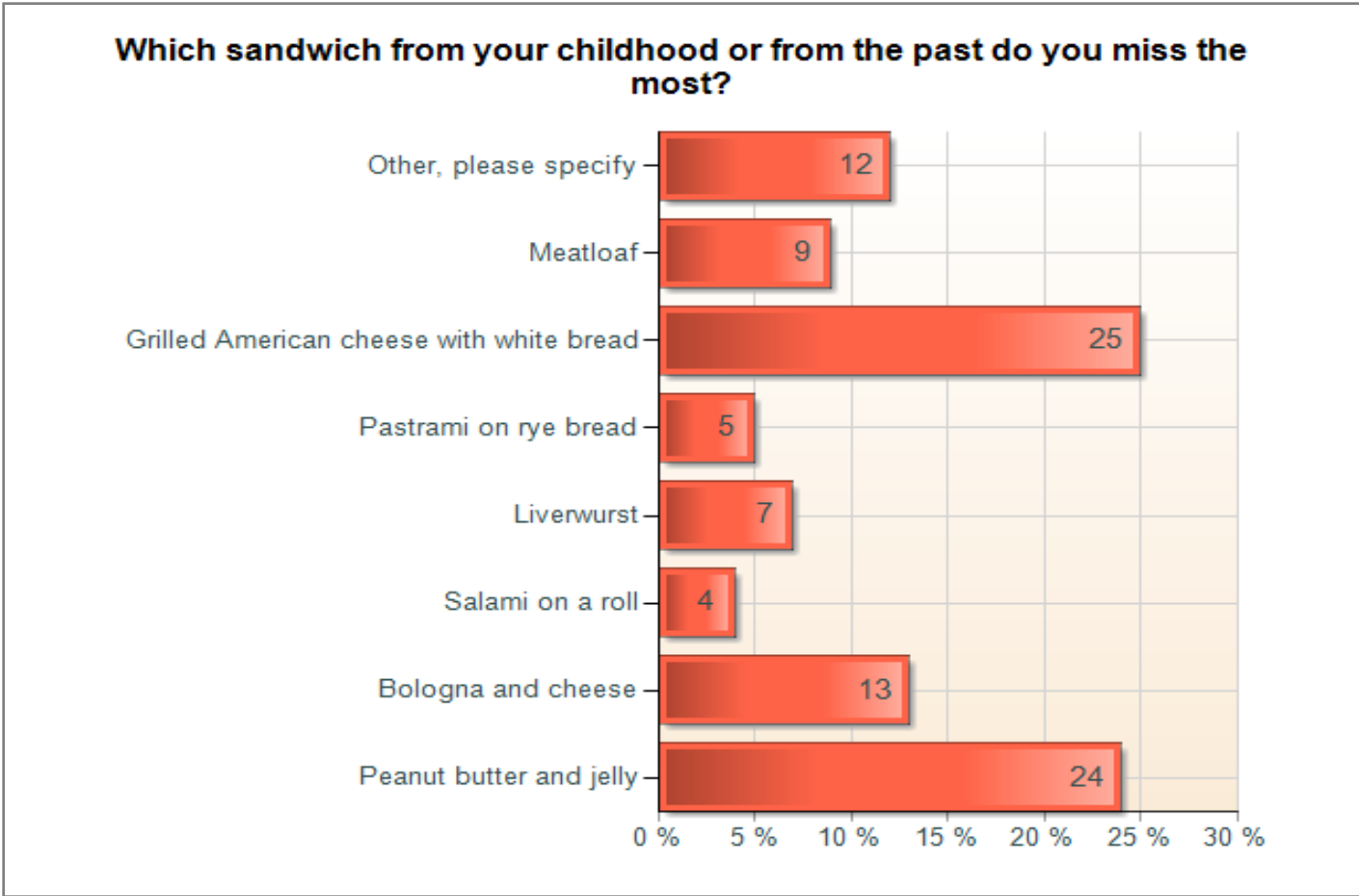


**Mezzetta Sandwich Survey:** Which of the following do you think is the best sandwich to enjoy with Cabernet Sauvignon wine?

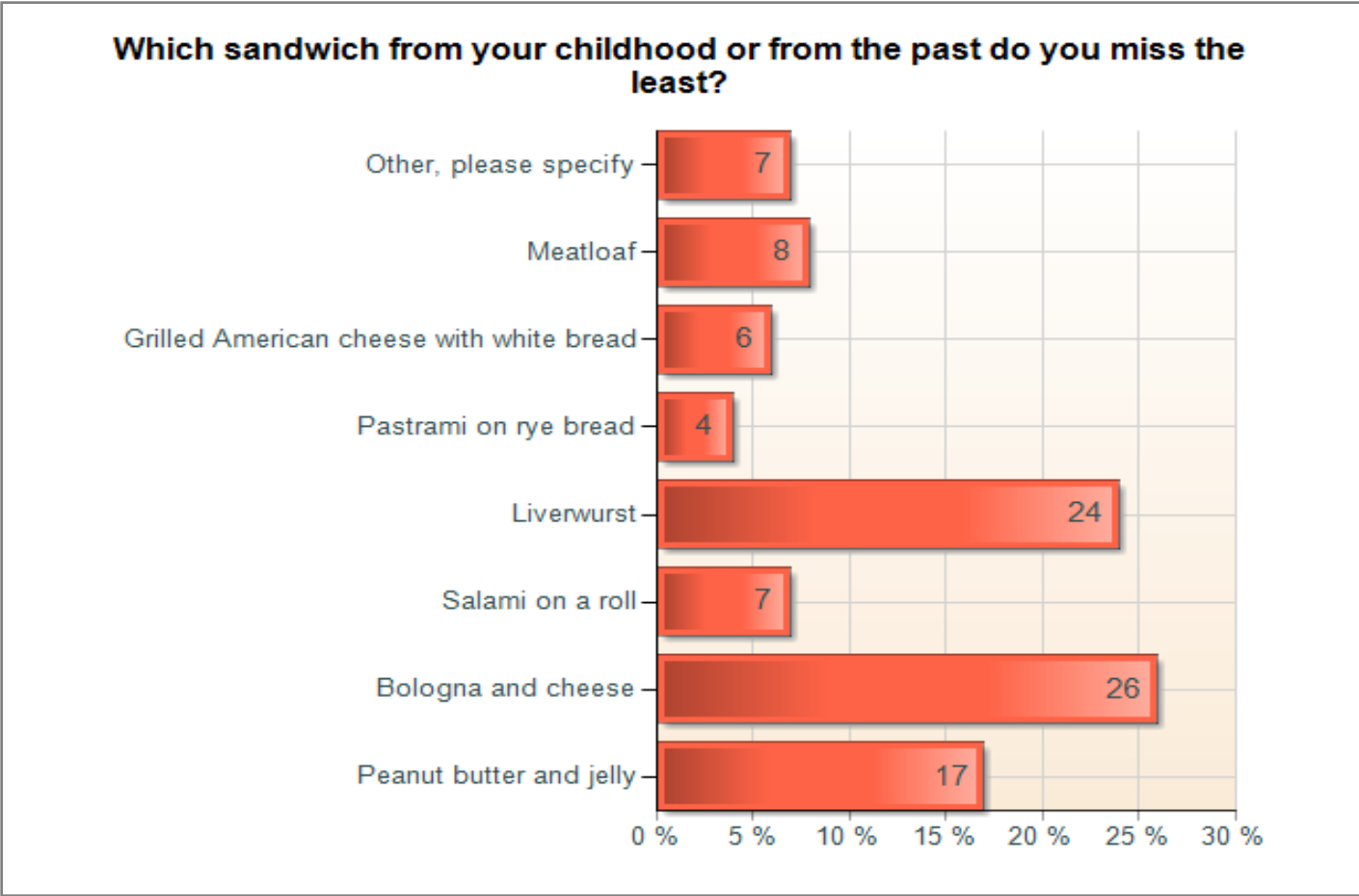




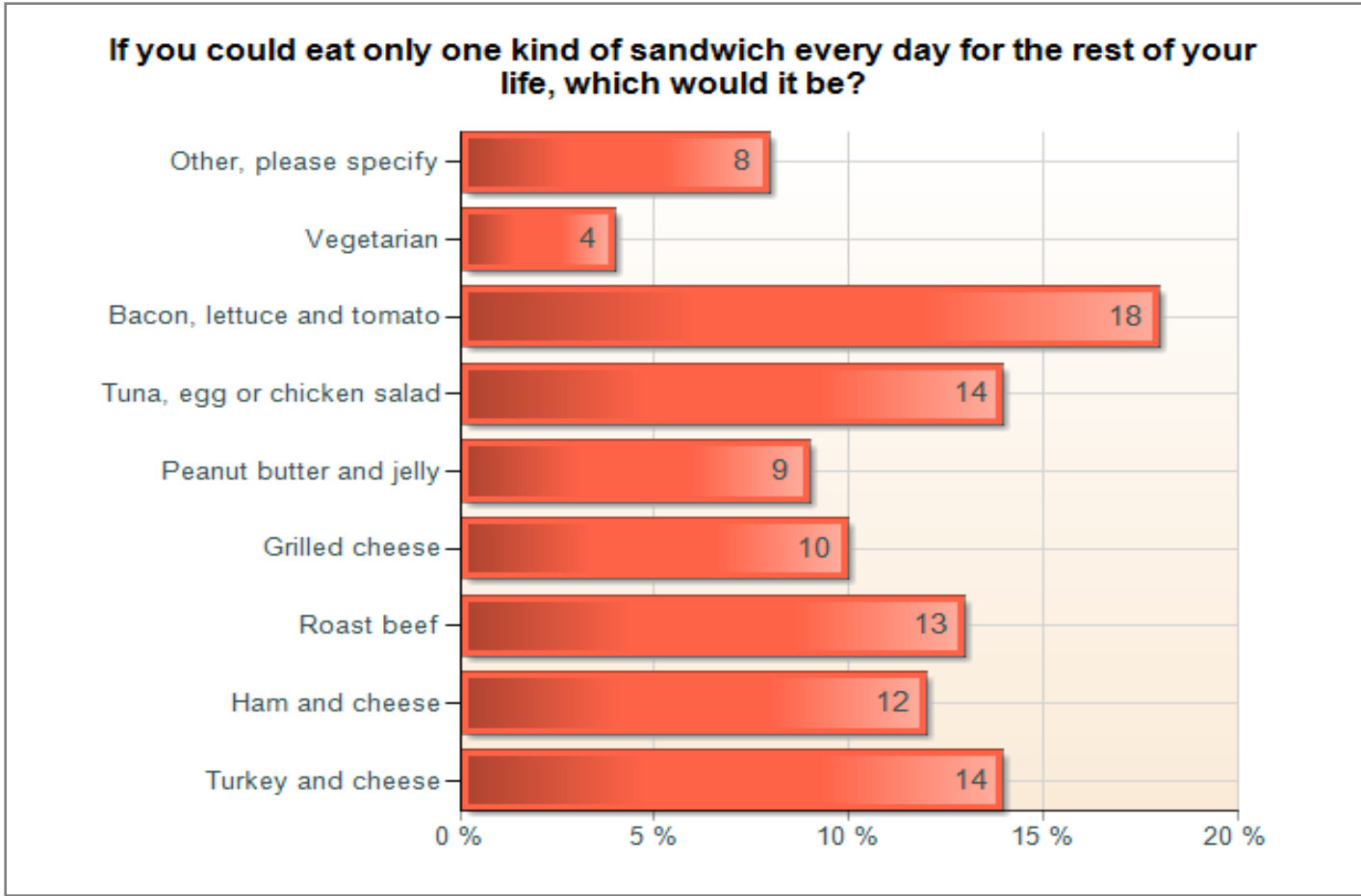
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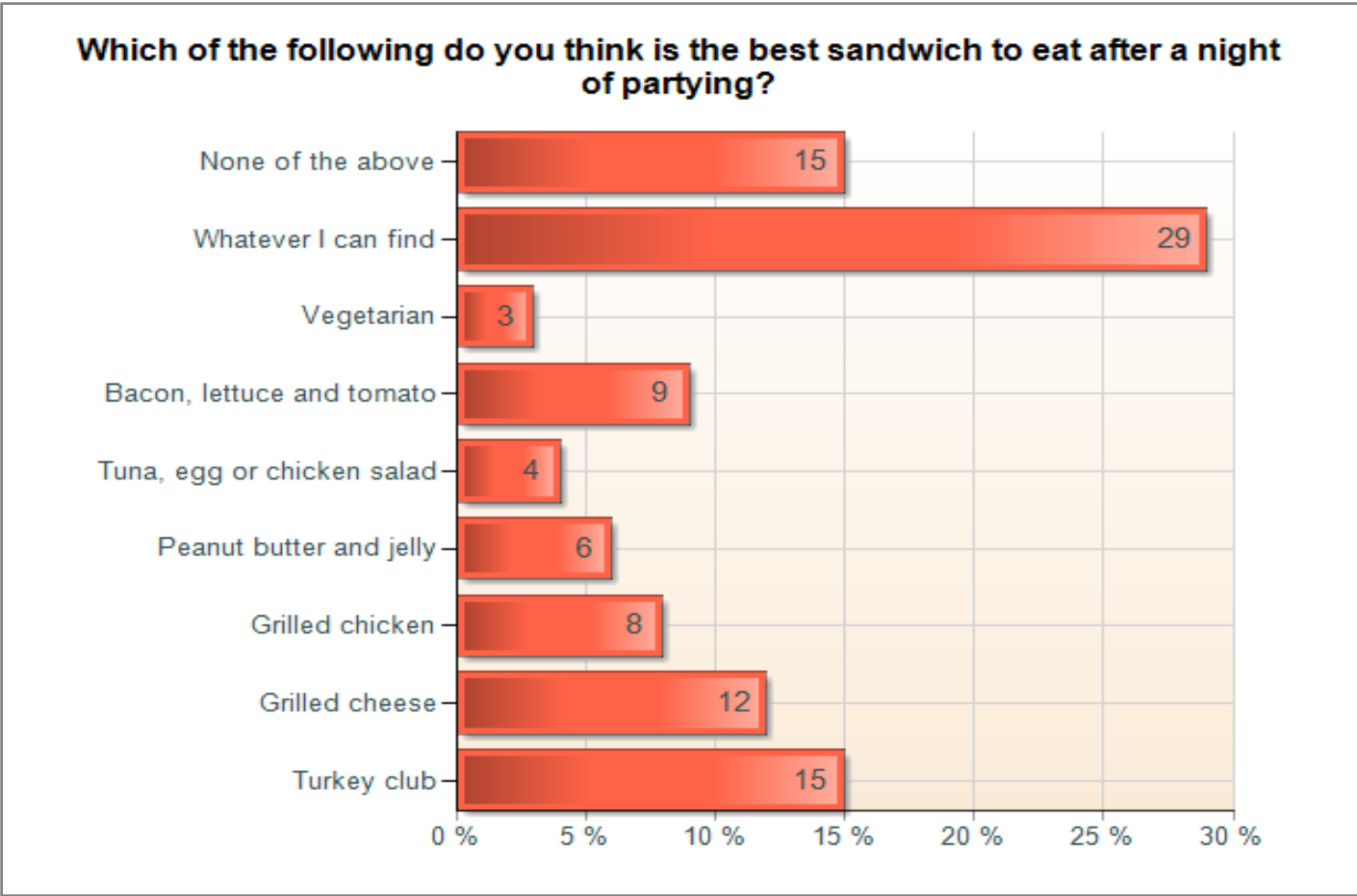
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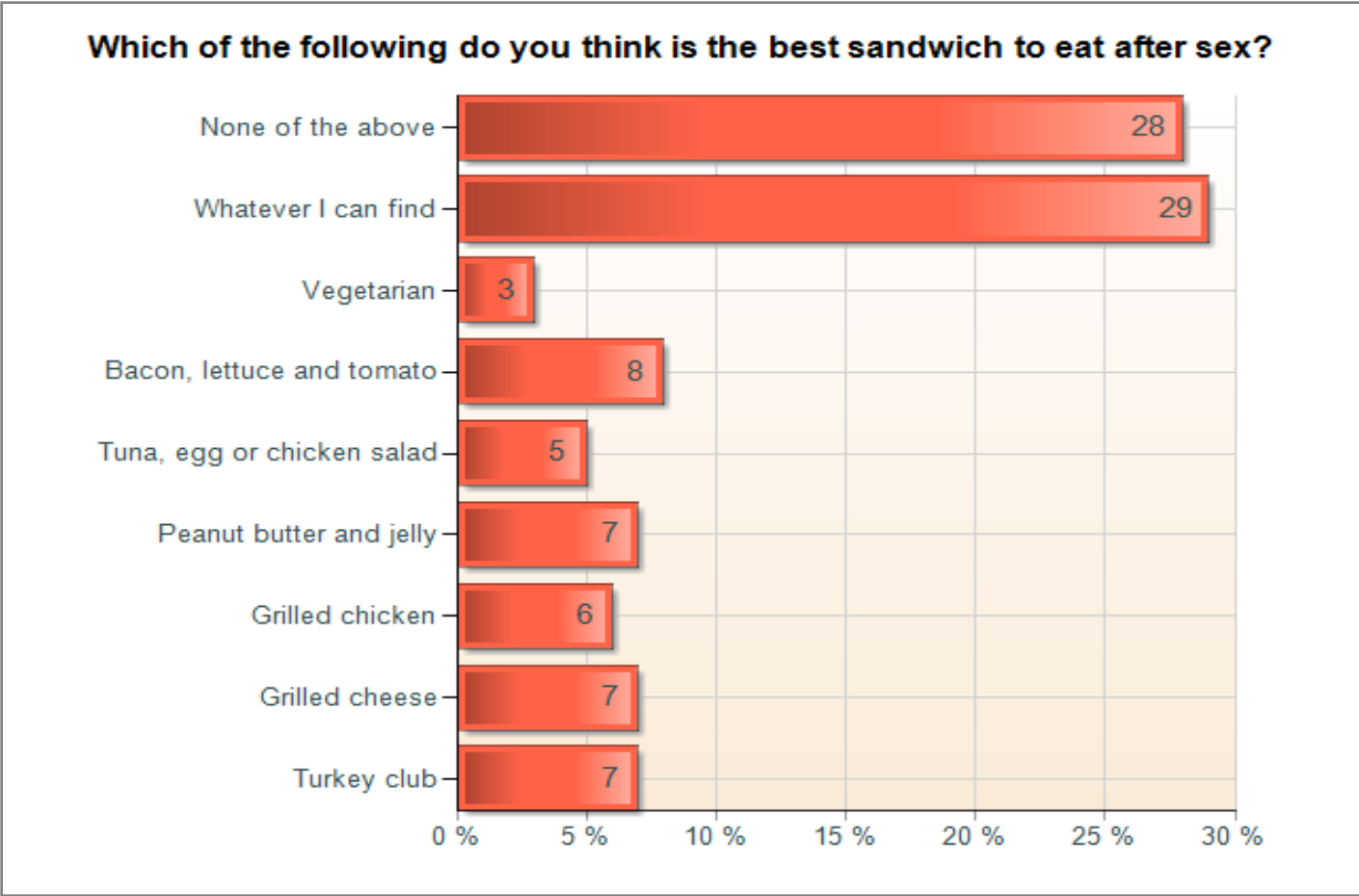
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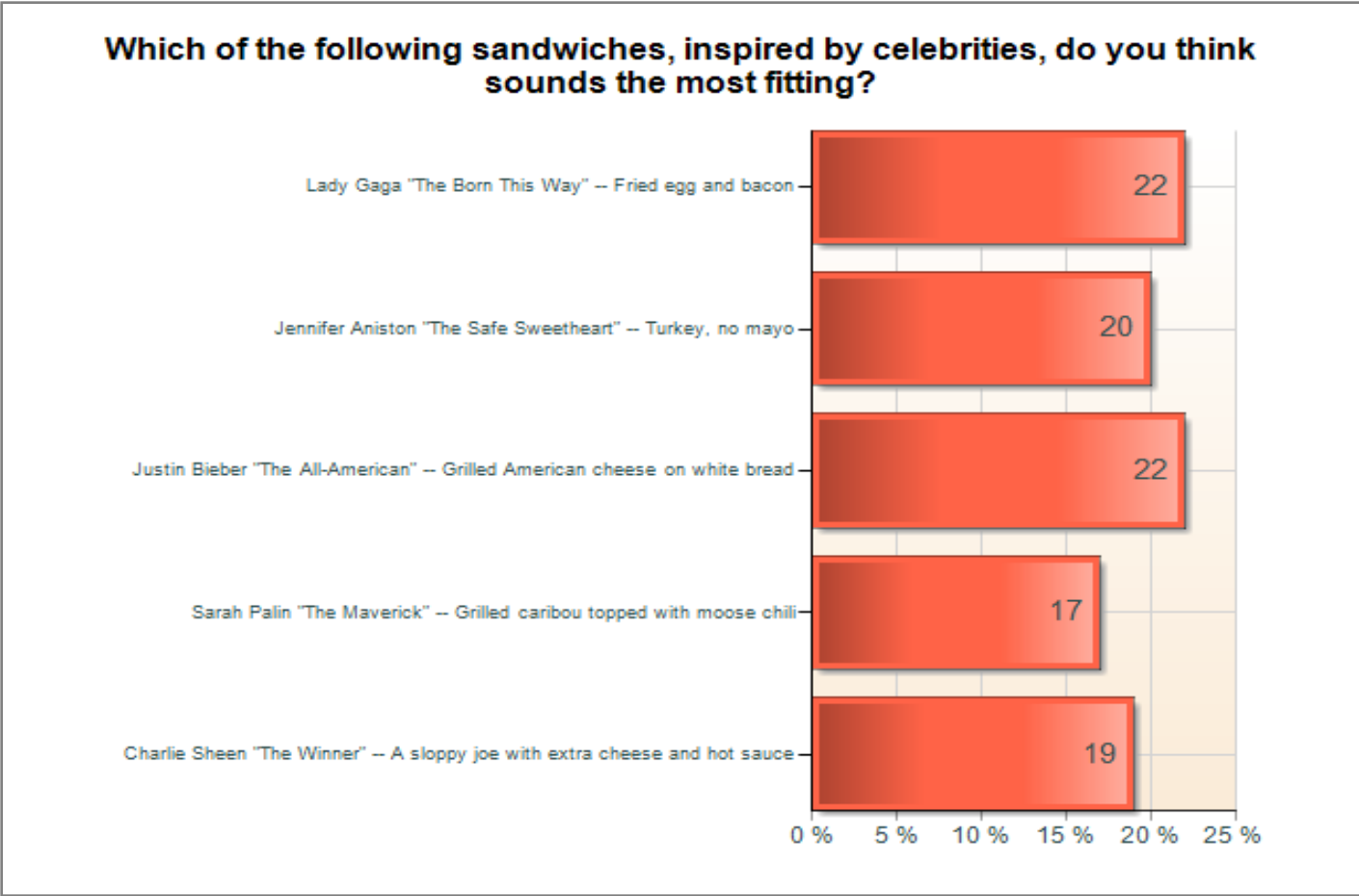
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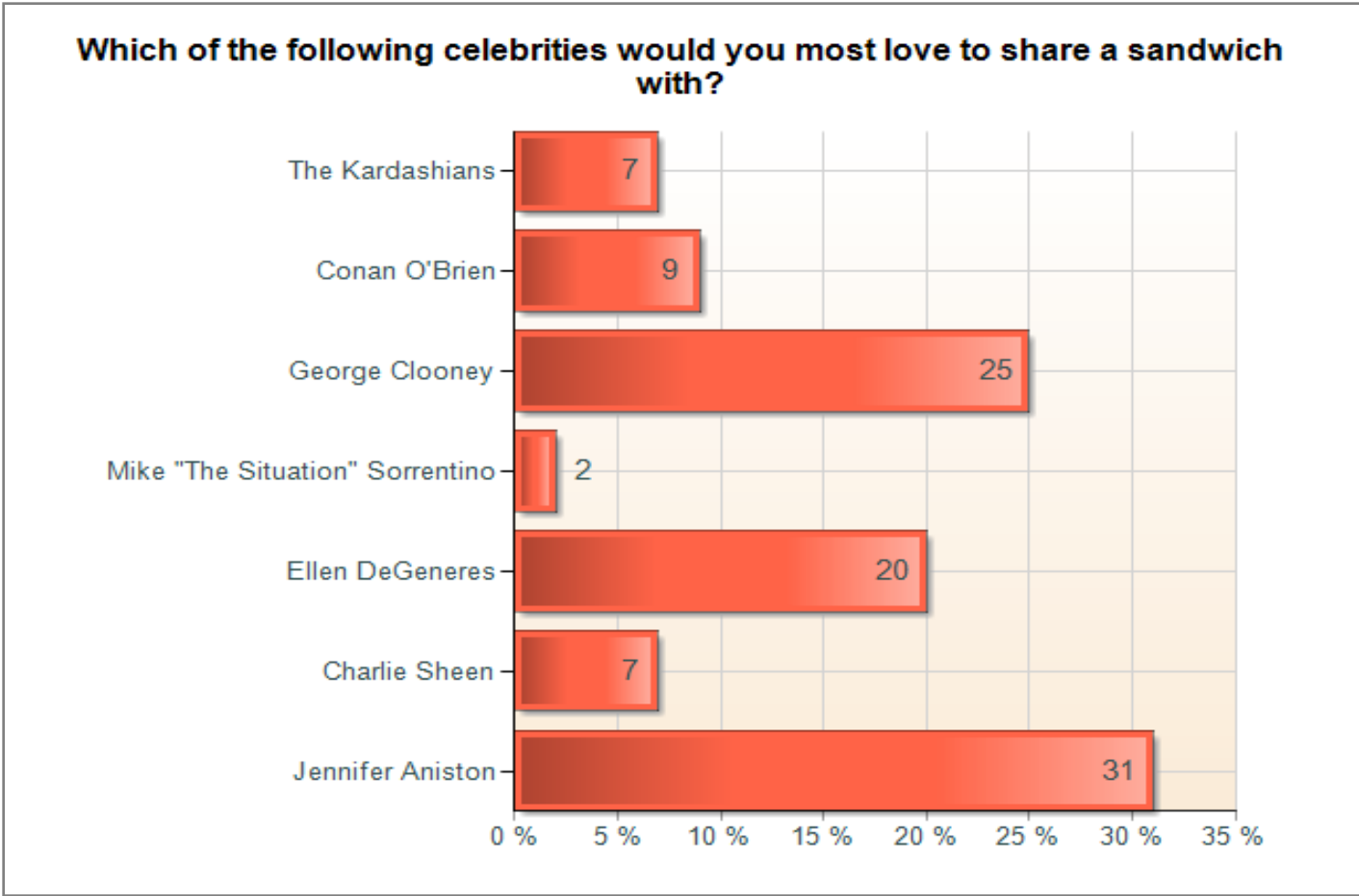
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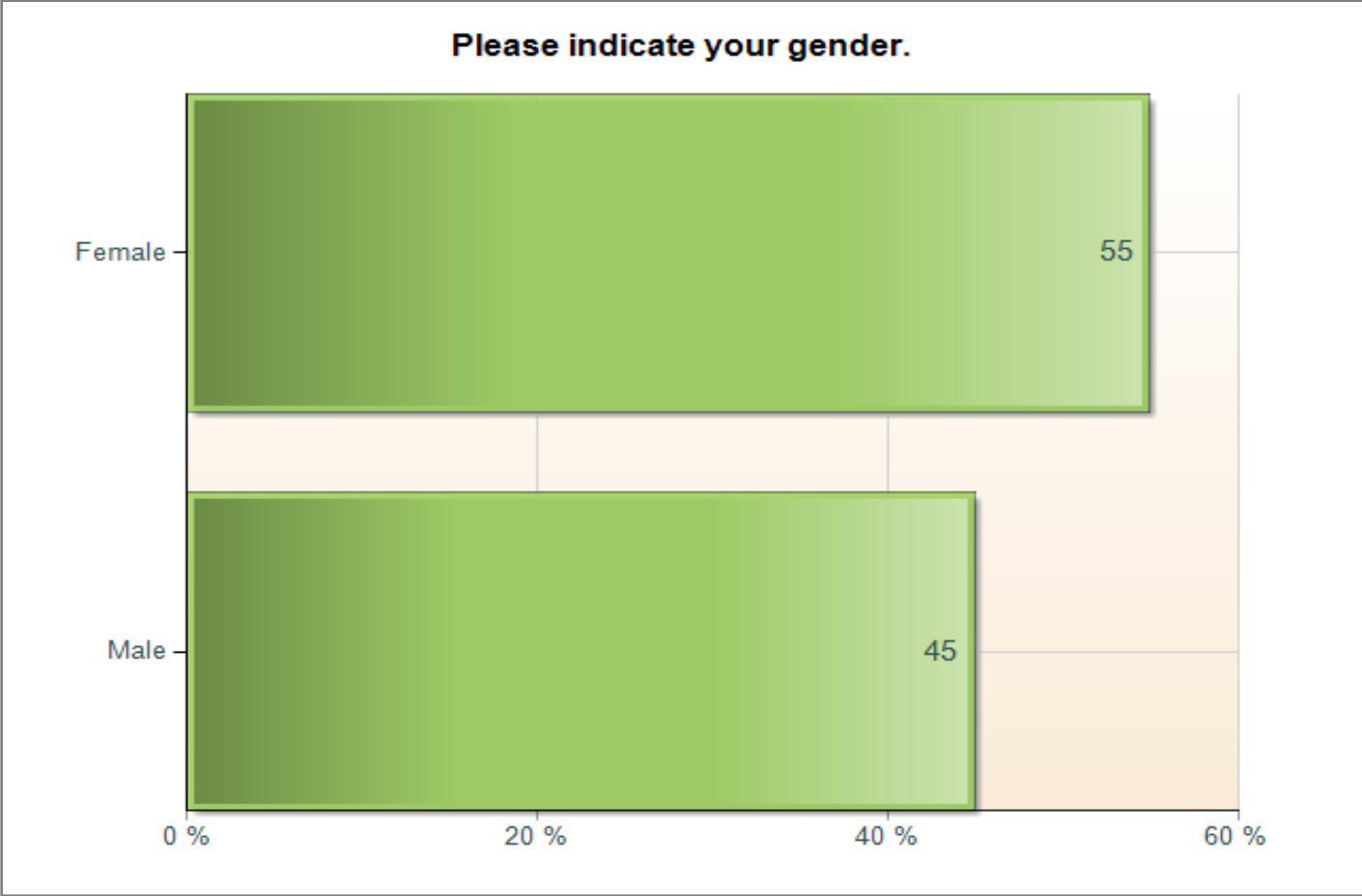


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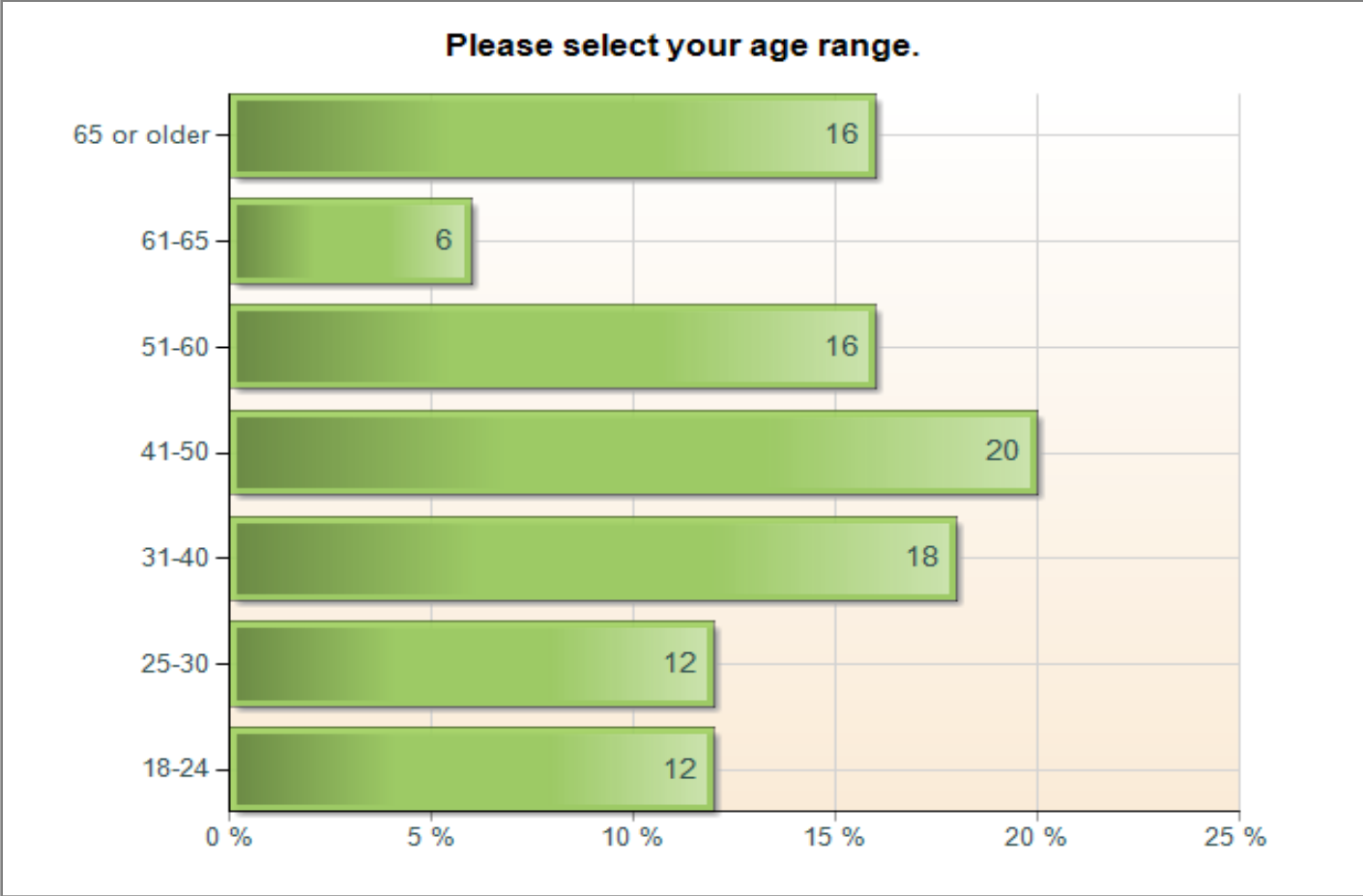
## DEMOGRAPHICS



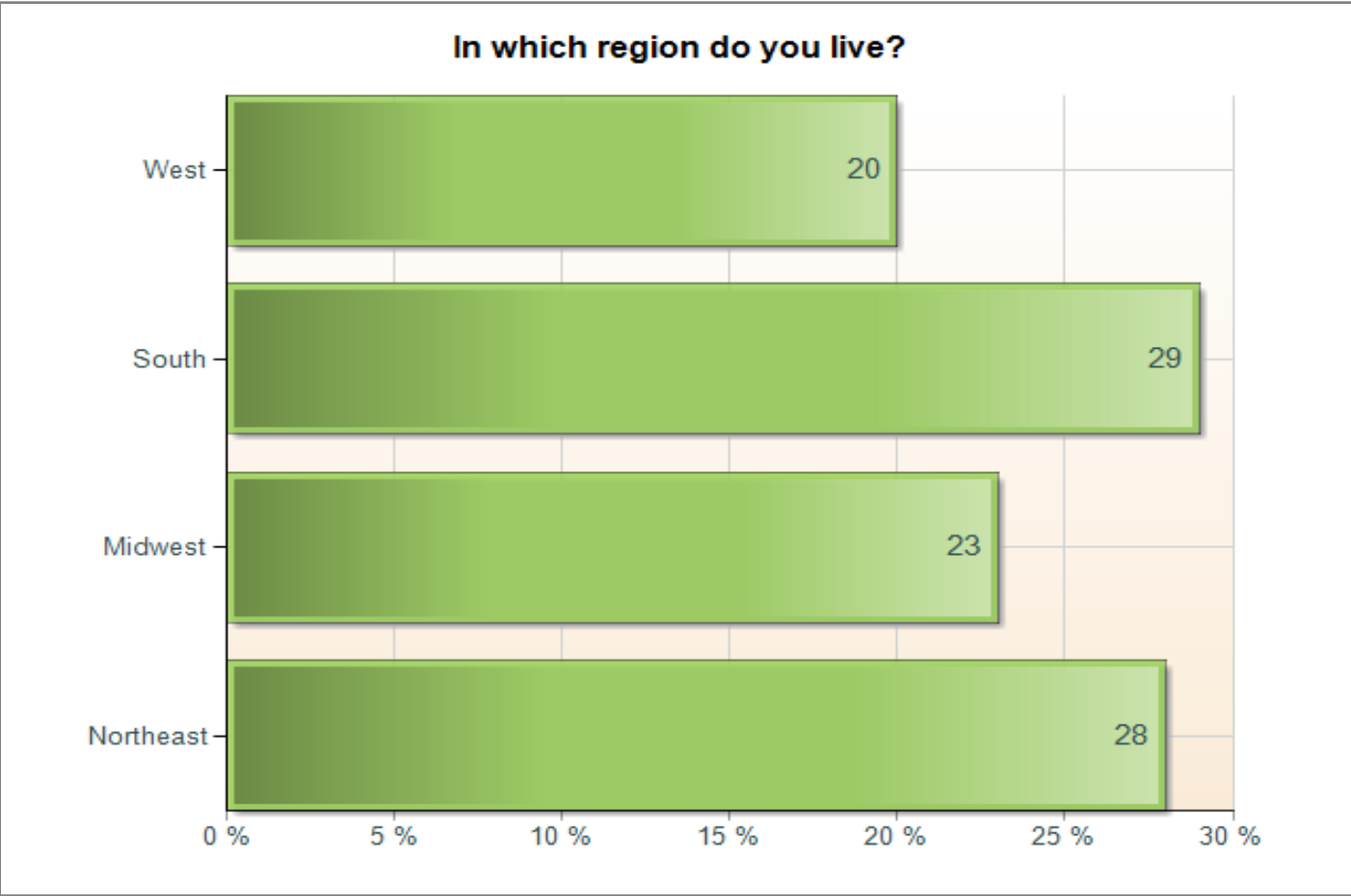
**Mezzetta Sandwich Survey:** Please indicate your gender.



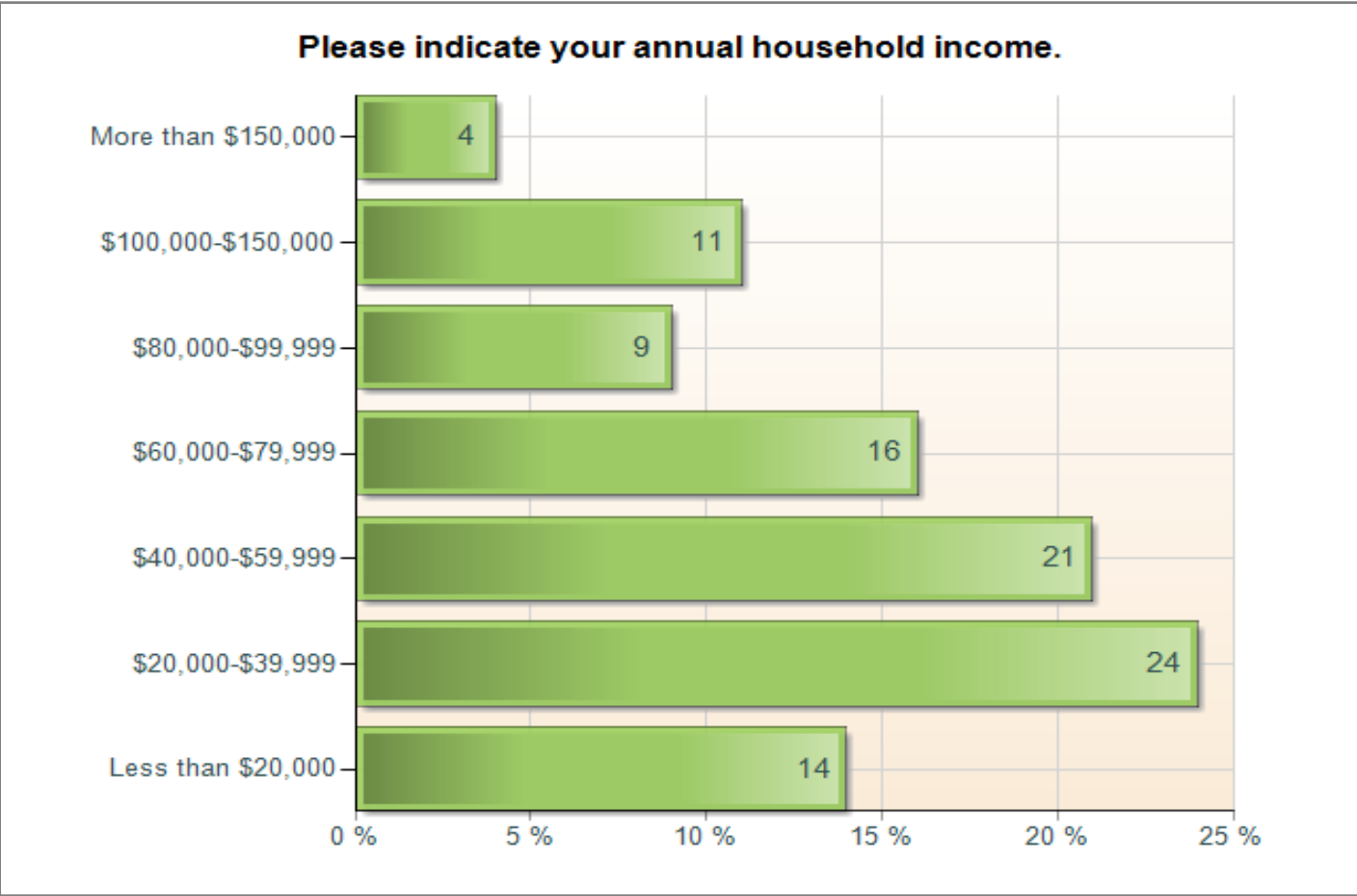
**Mezzetta Sandwich Survey:** Please select your age range.



# Mezzetta Sandwich Survey: In which region do you live?



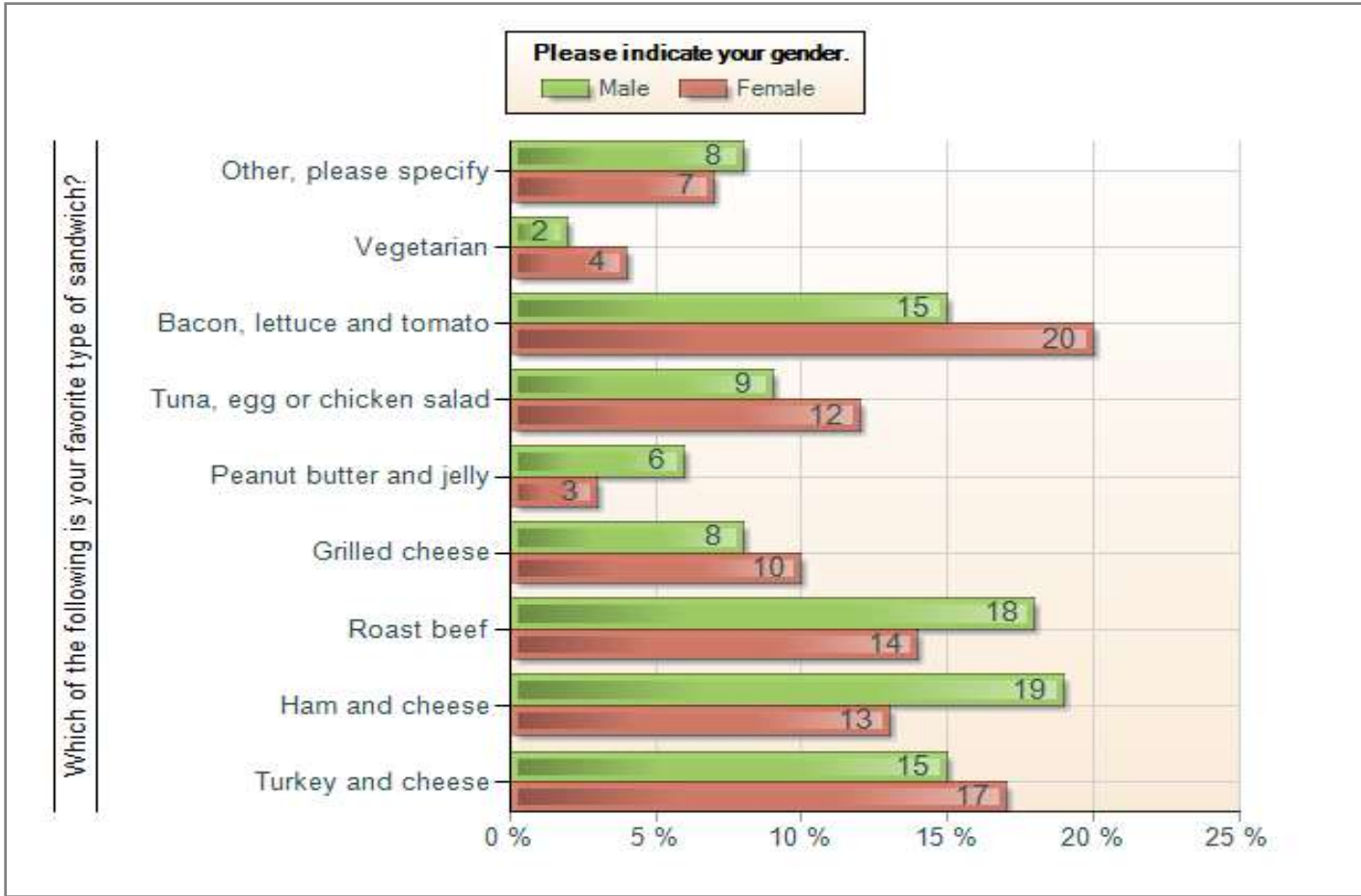
**Mezzetta Sandwich Survey:** Please indicate your annual household income.



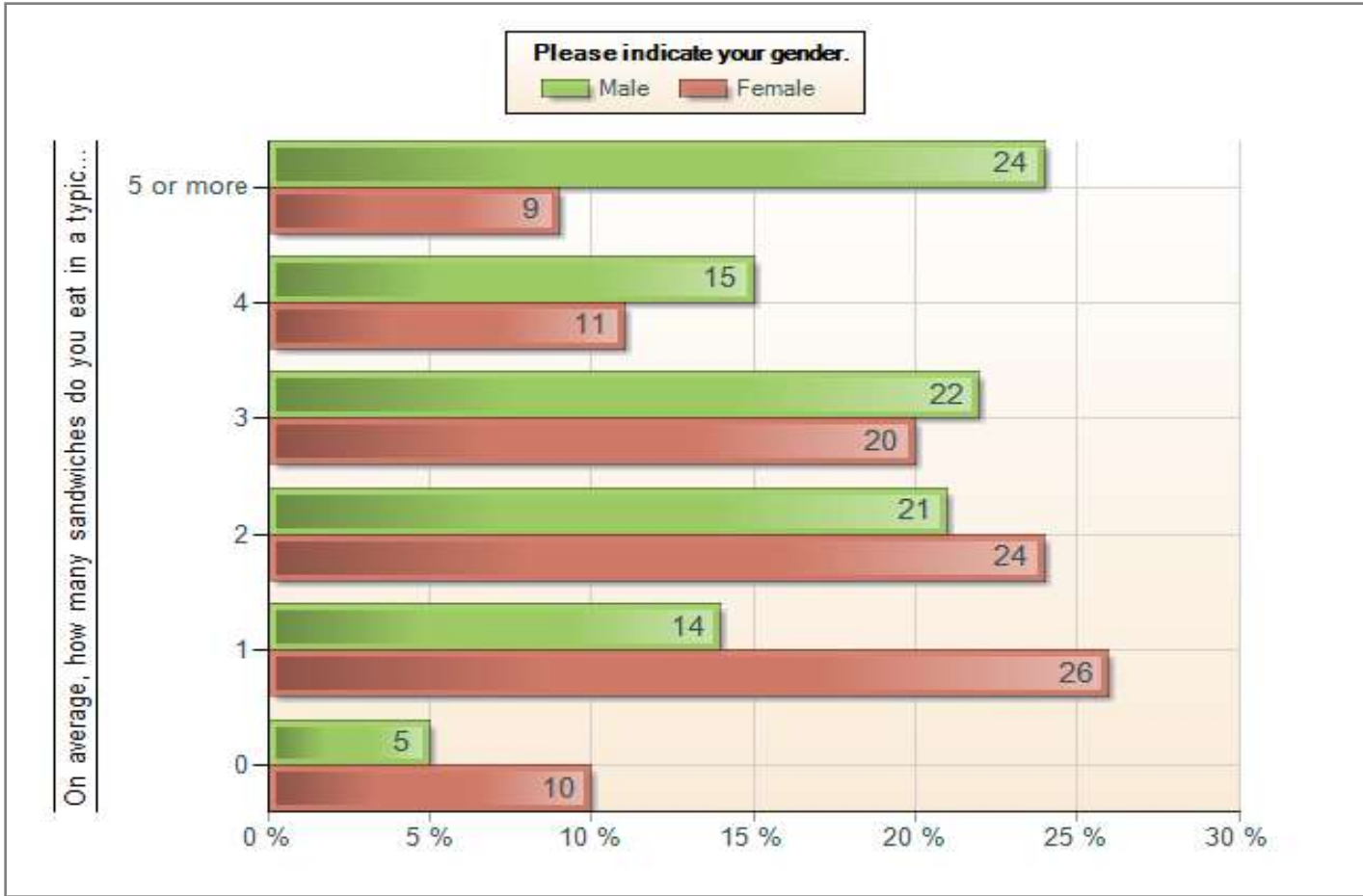
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## CROSS-TABULATED

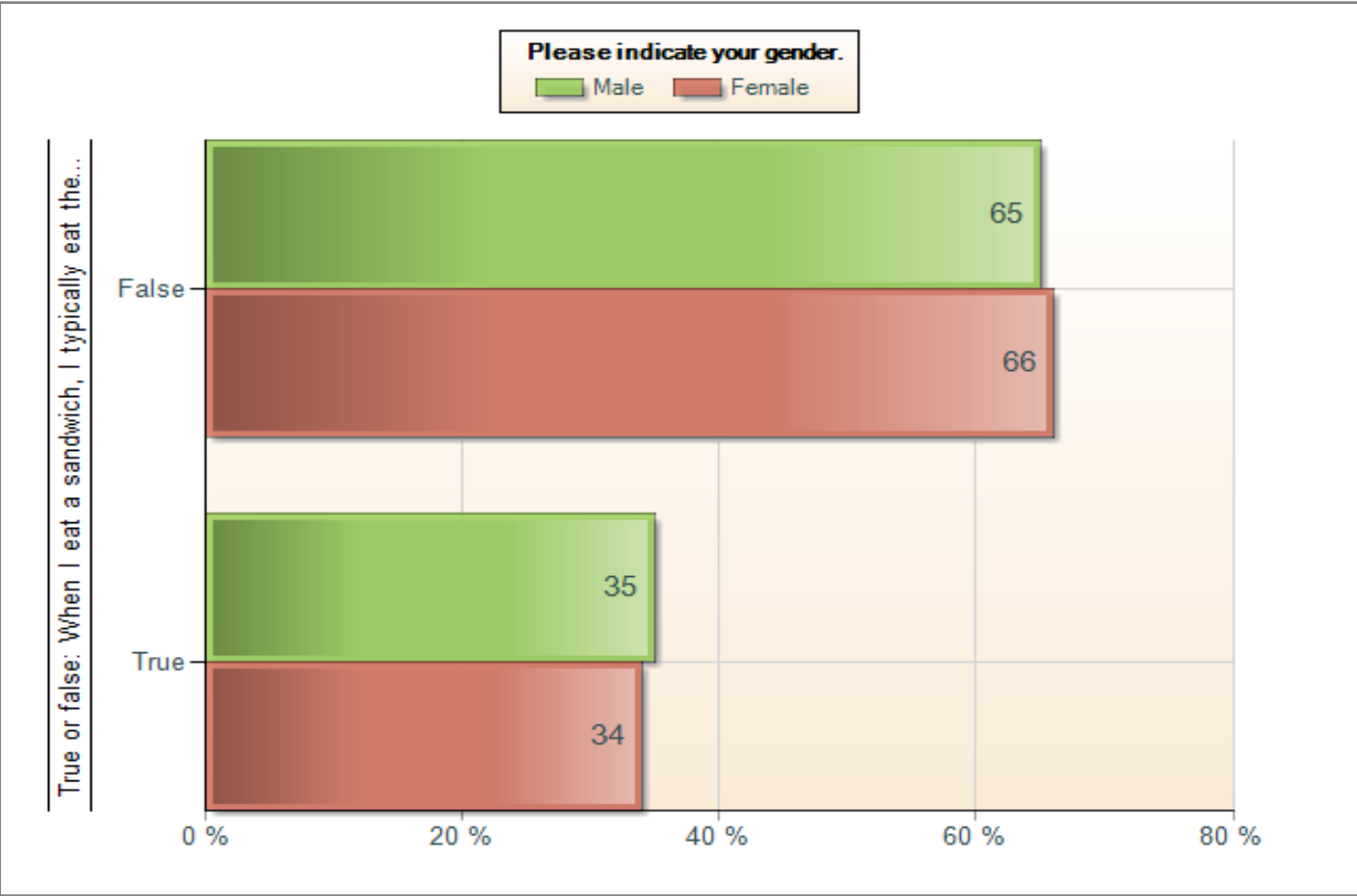
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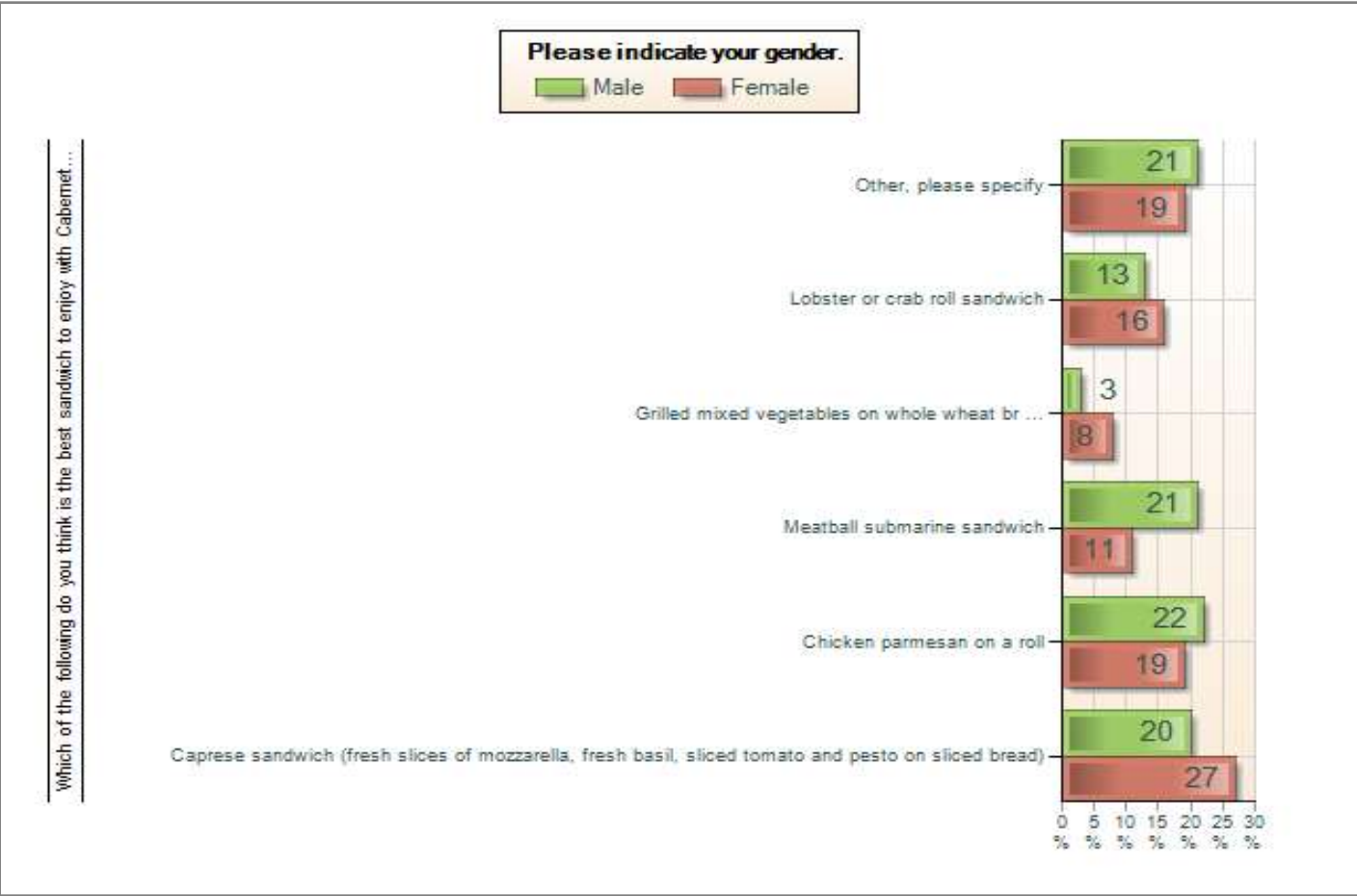


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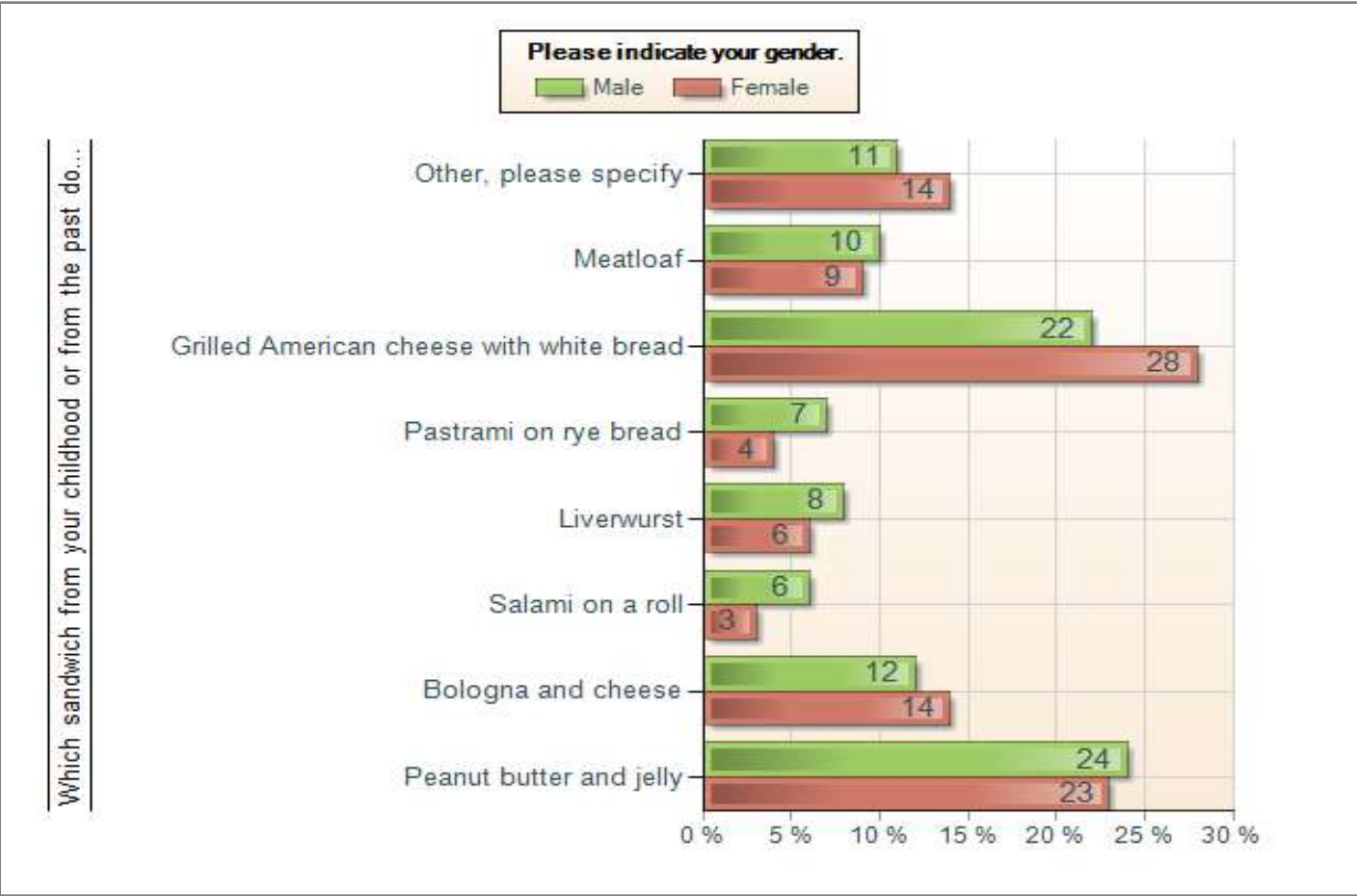




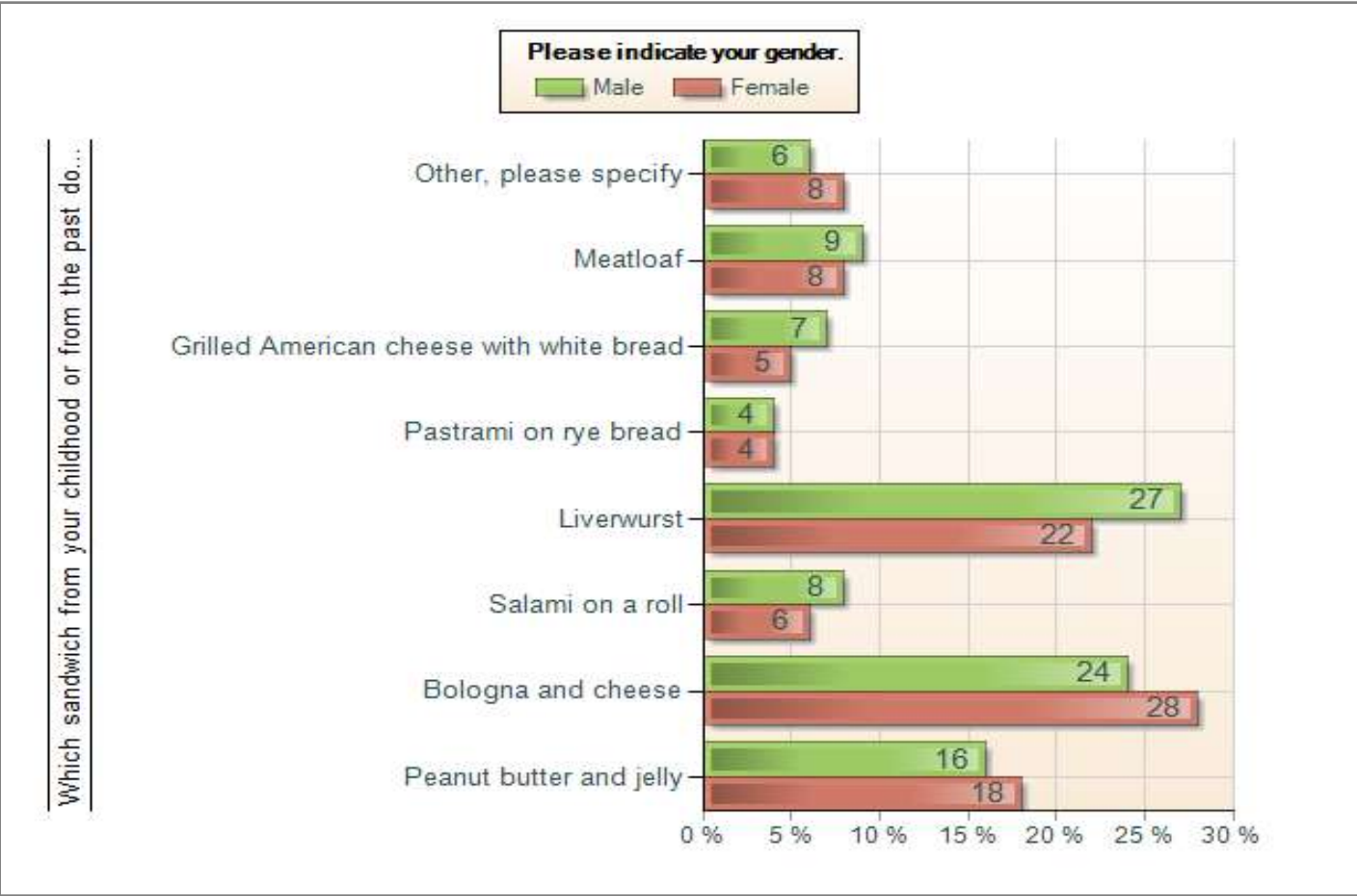
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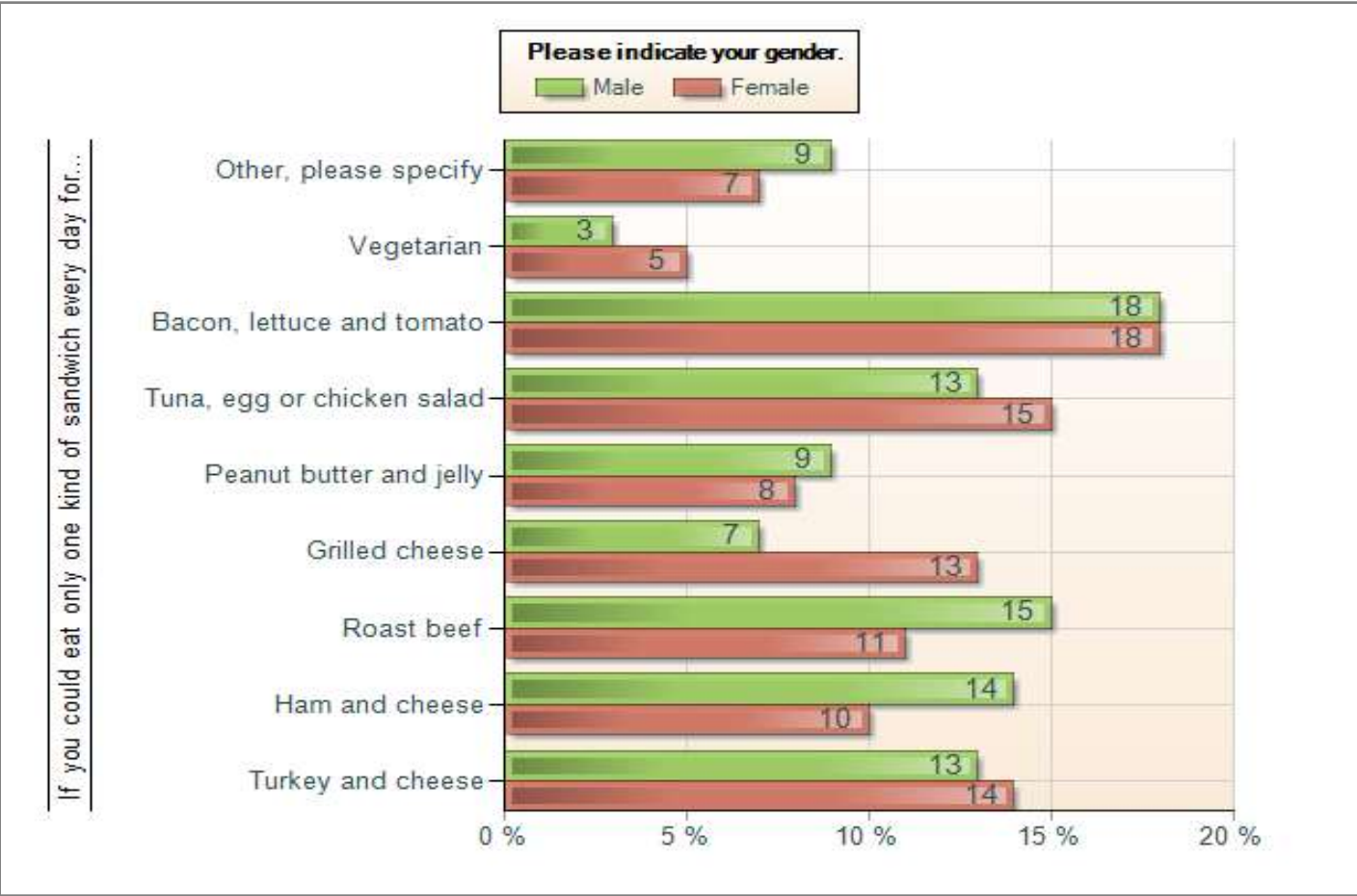
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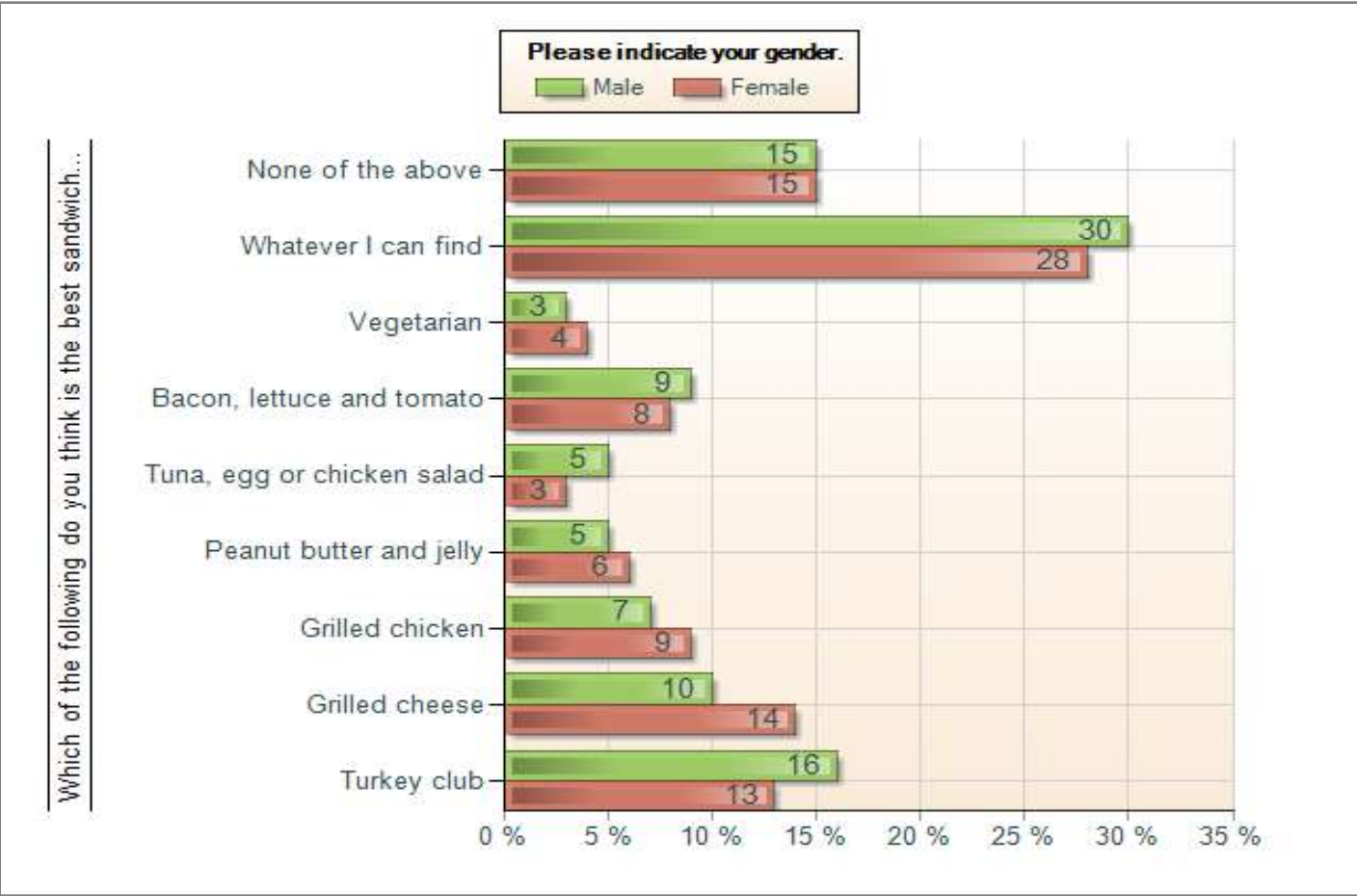
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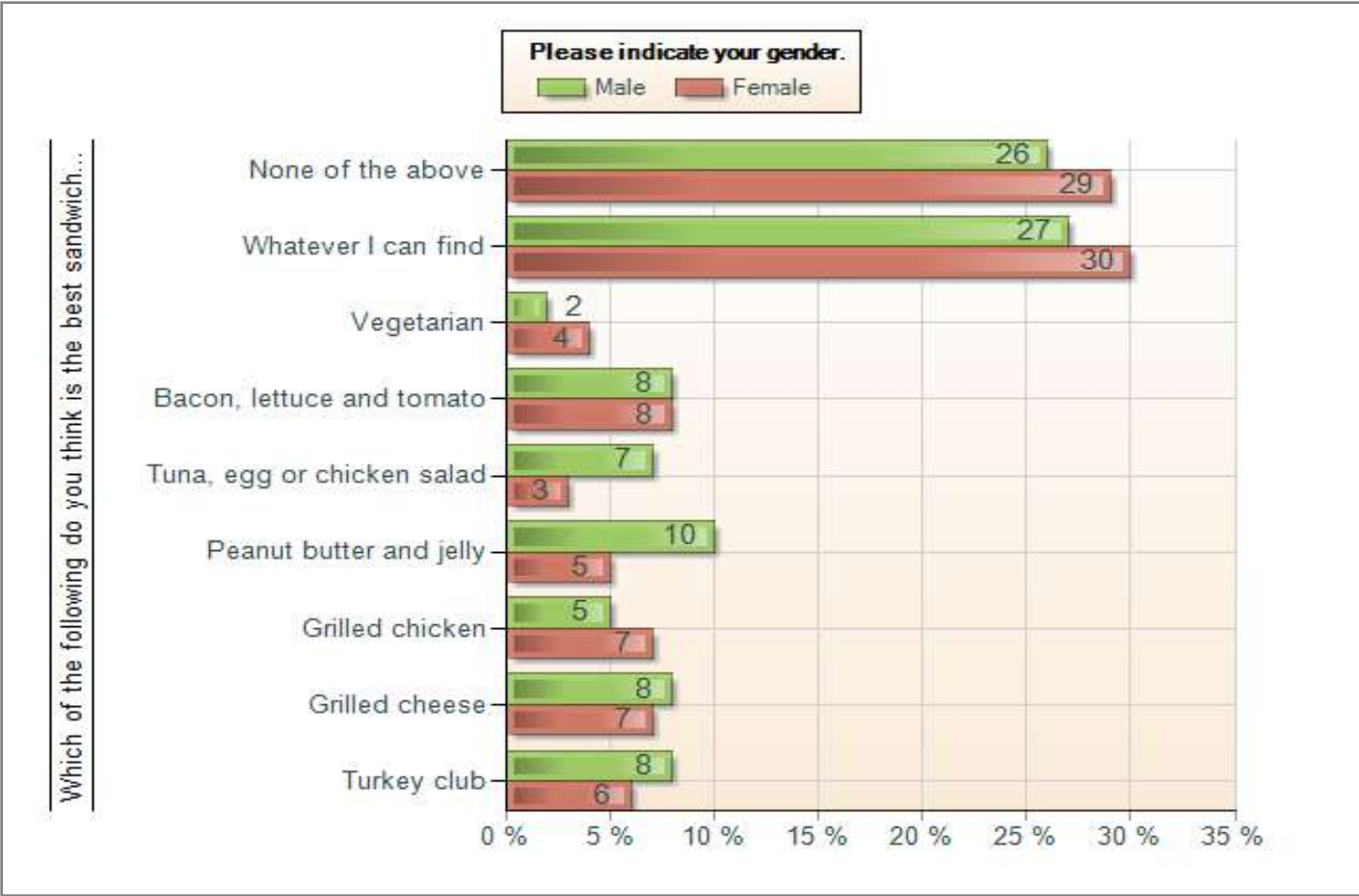
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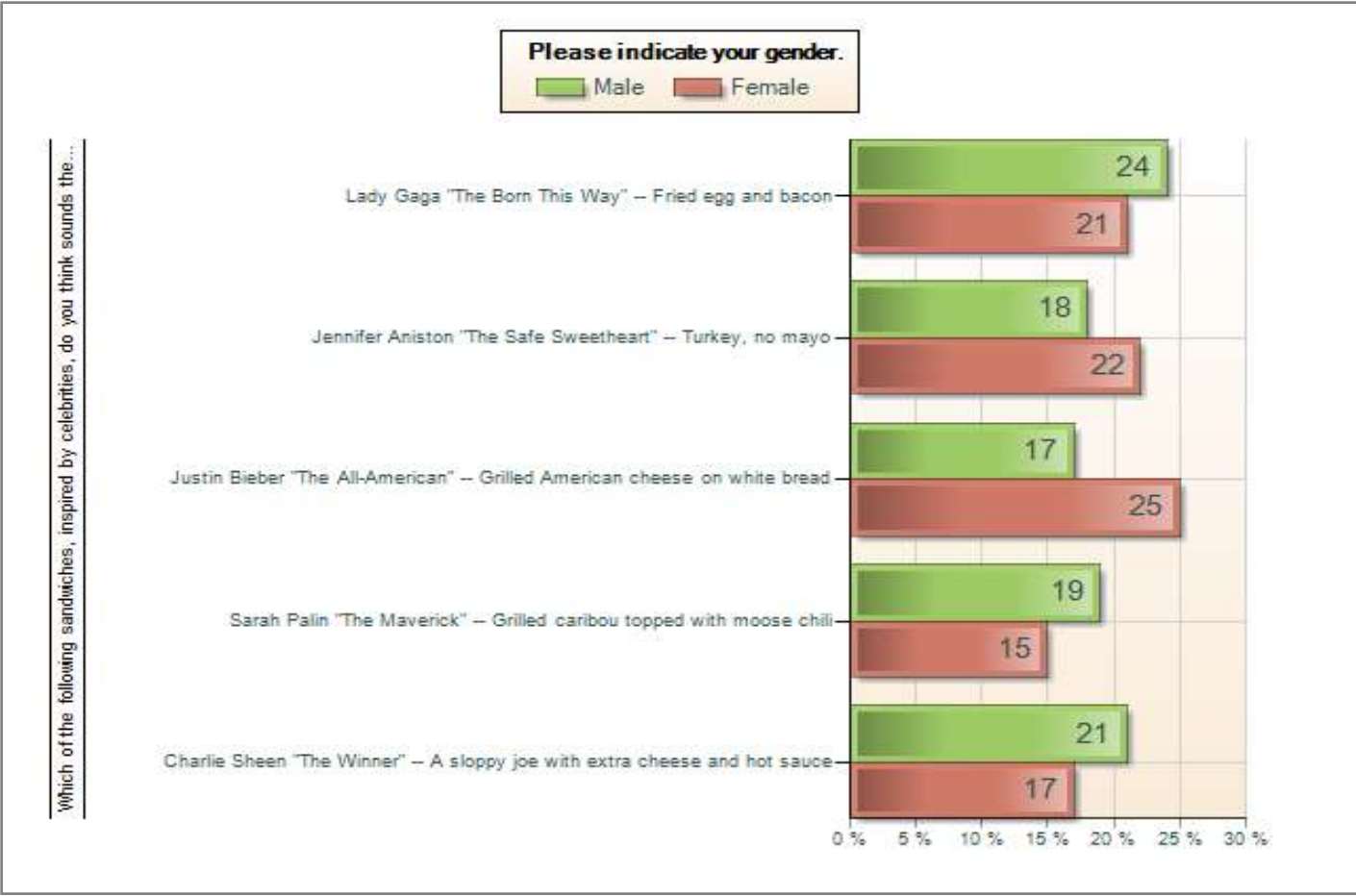
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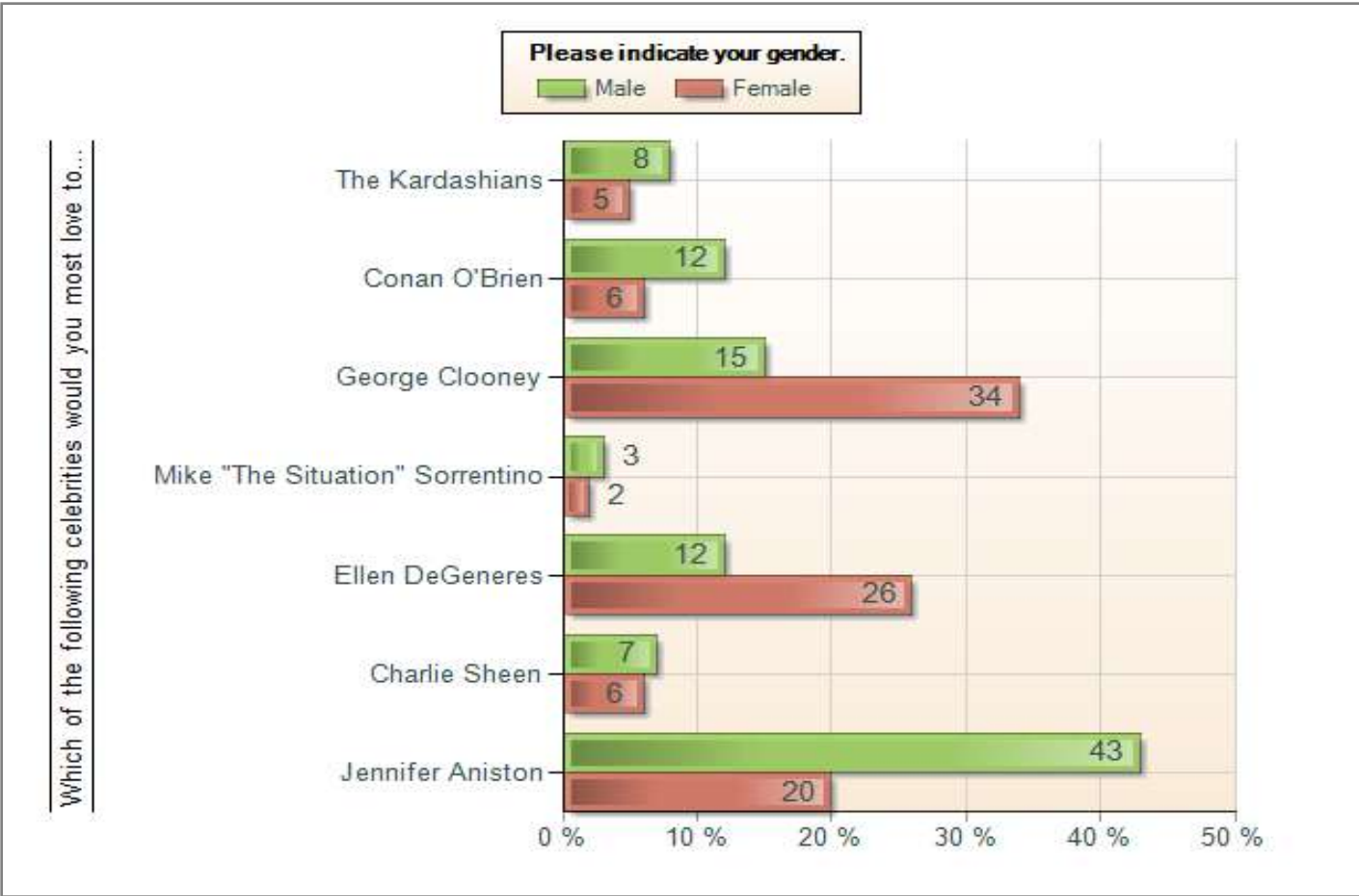
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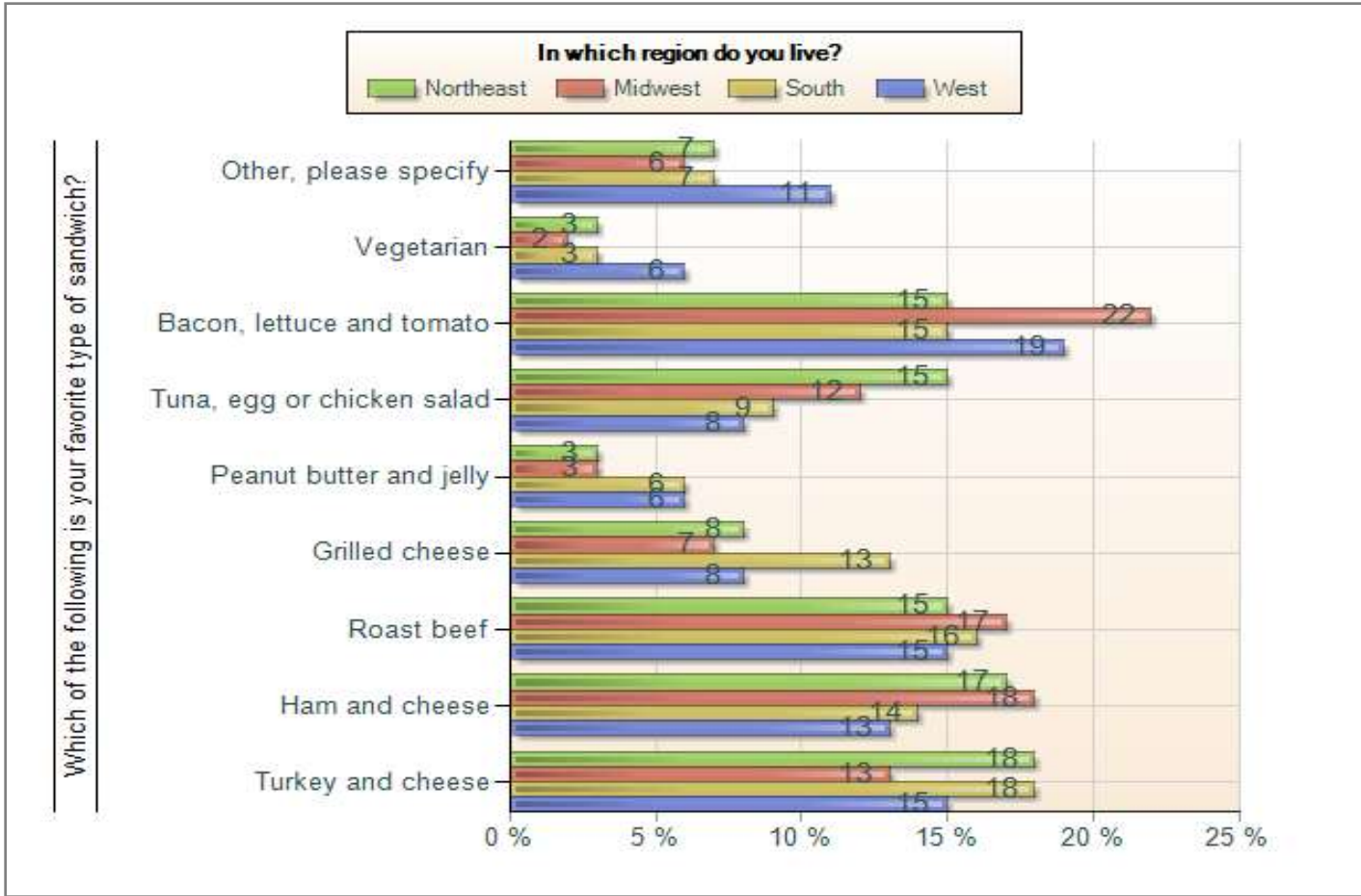


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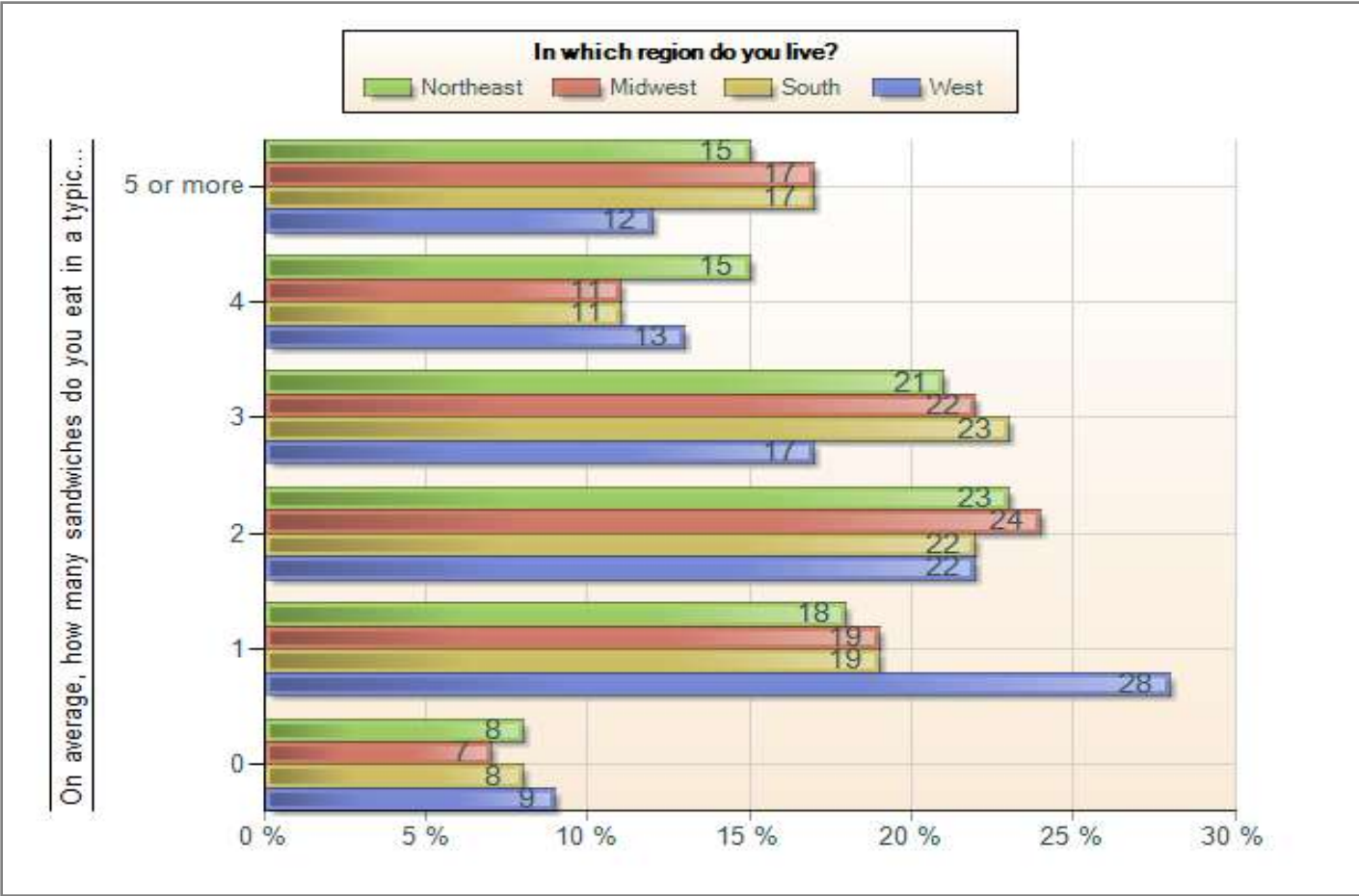


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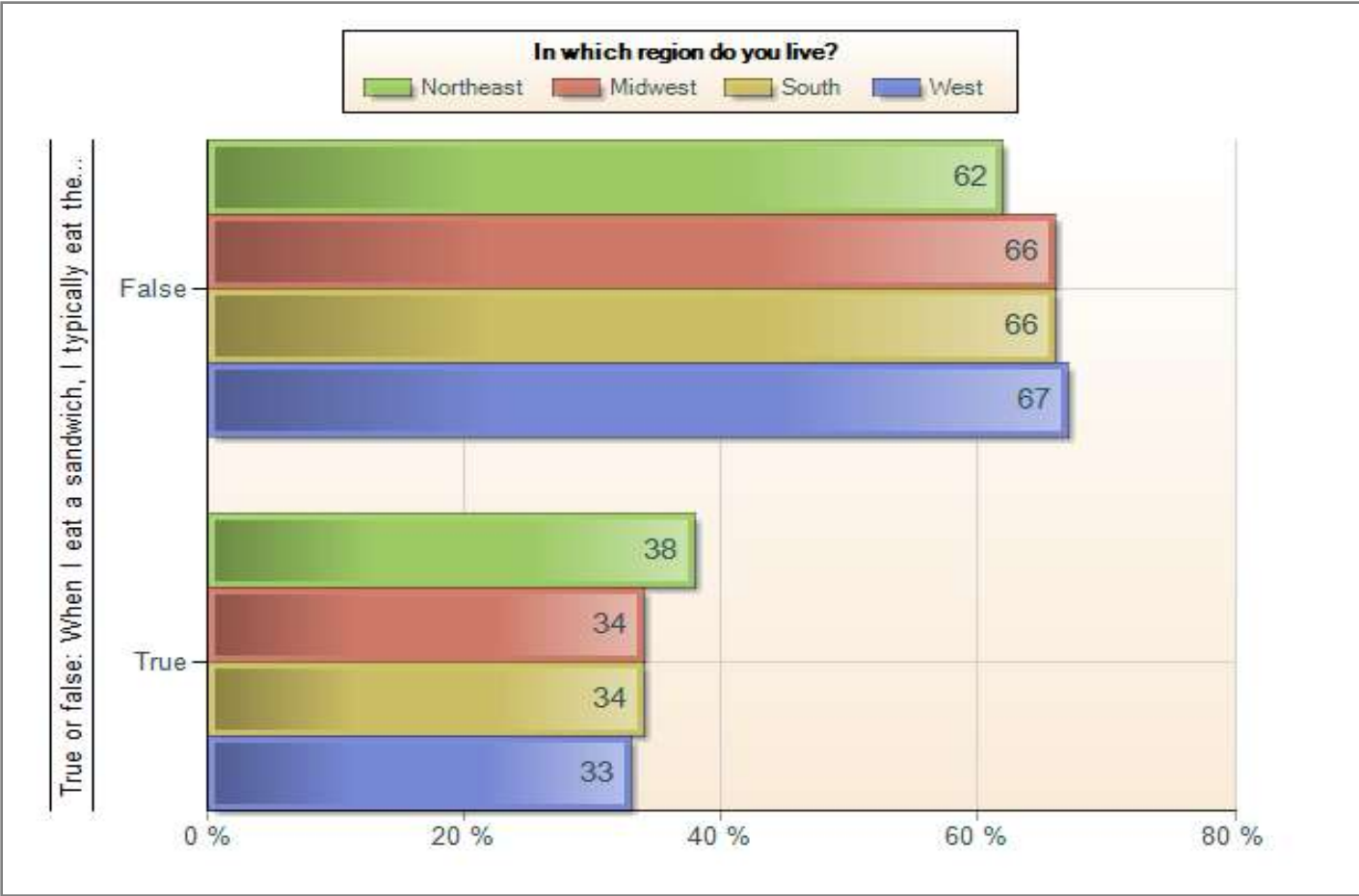


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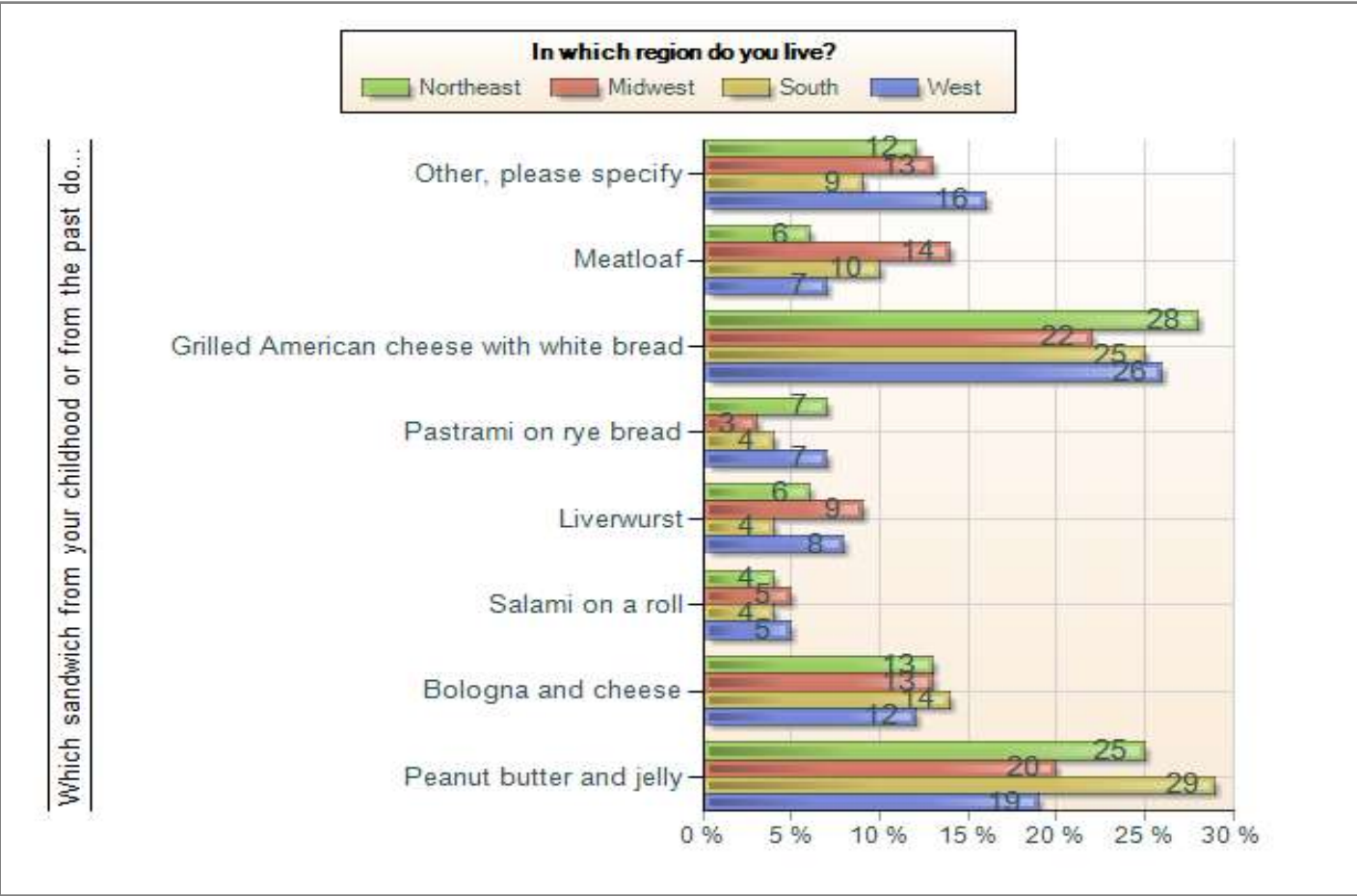
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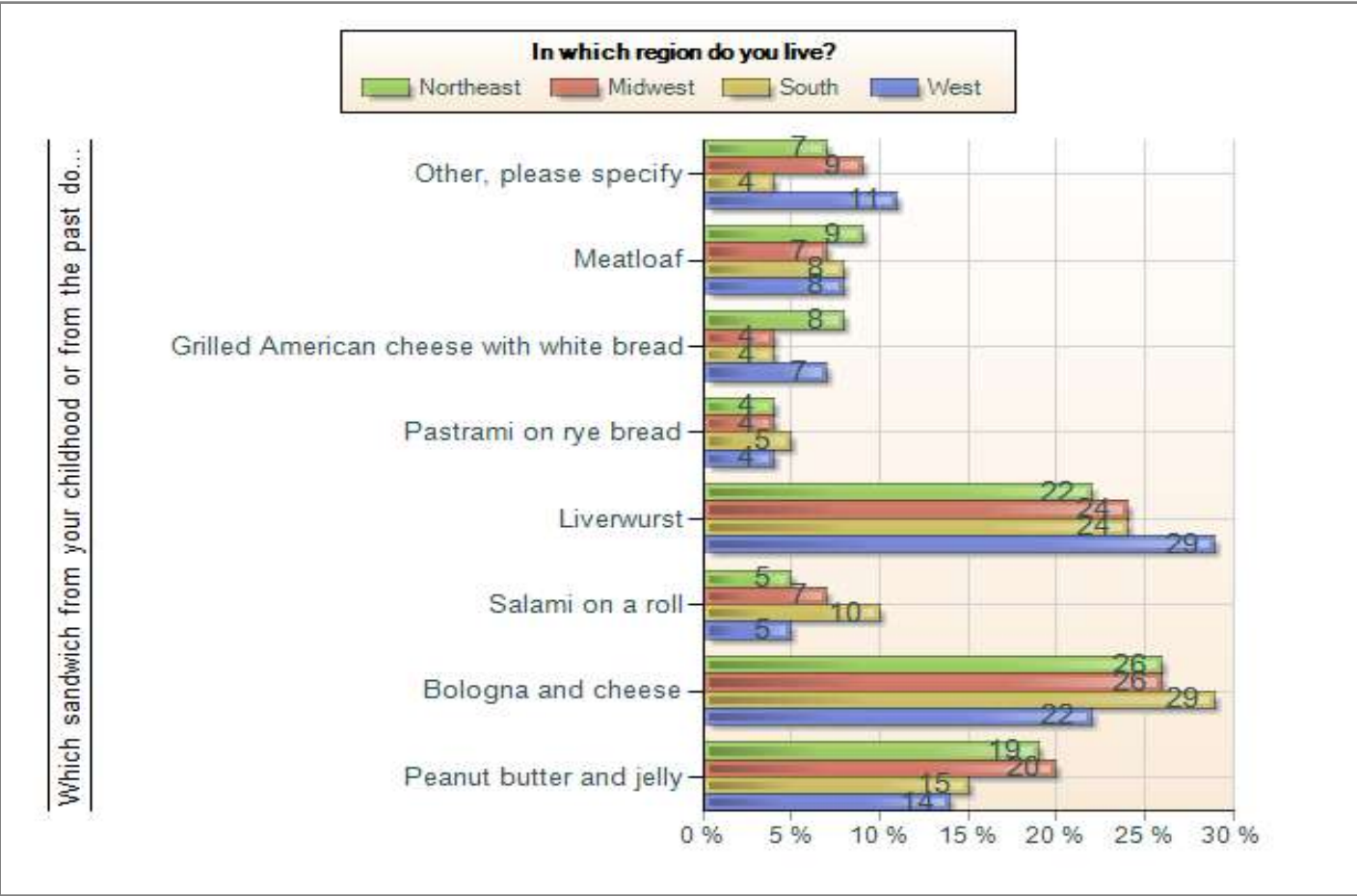
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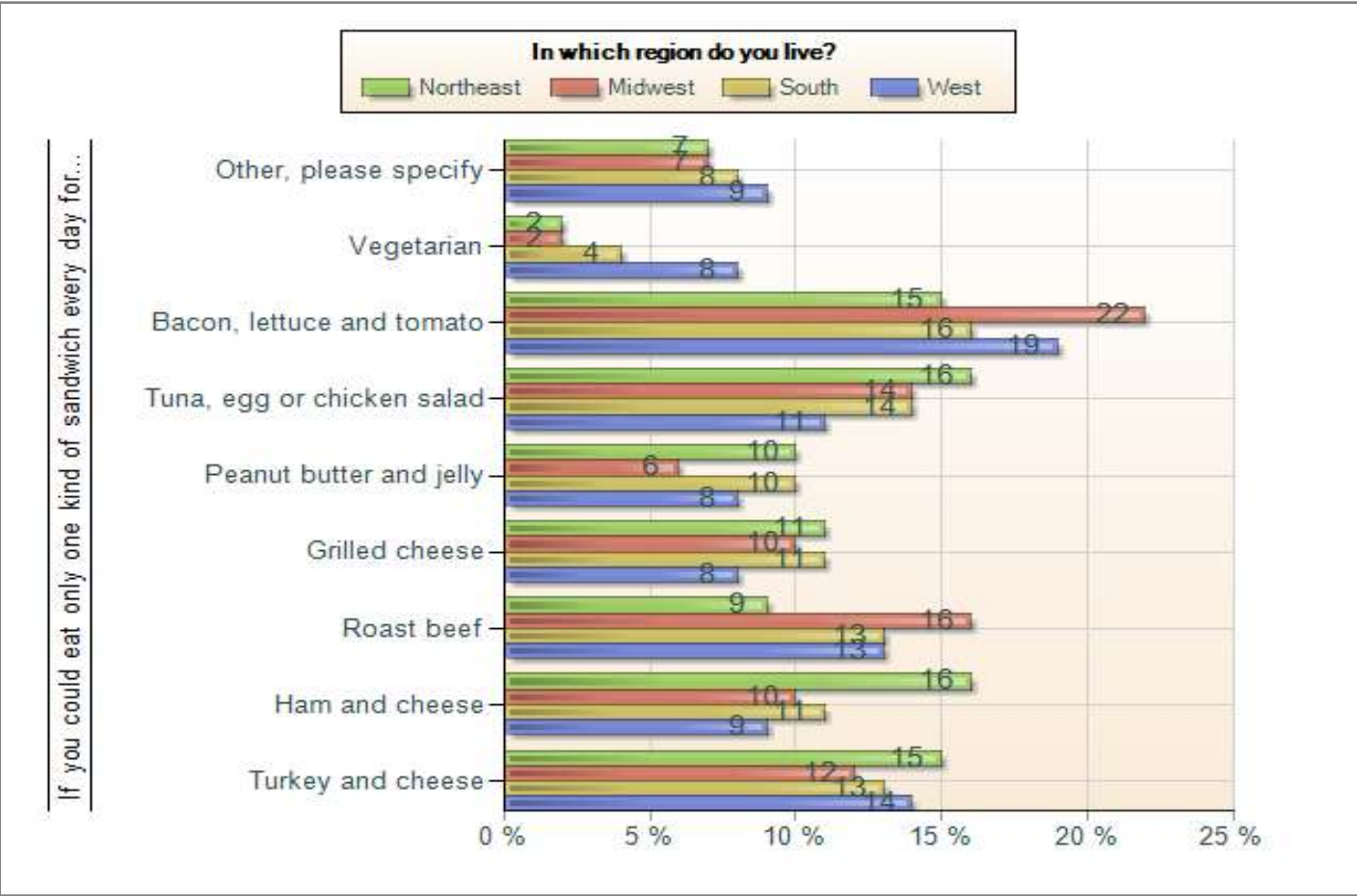
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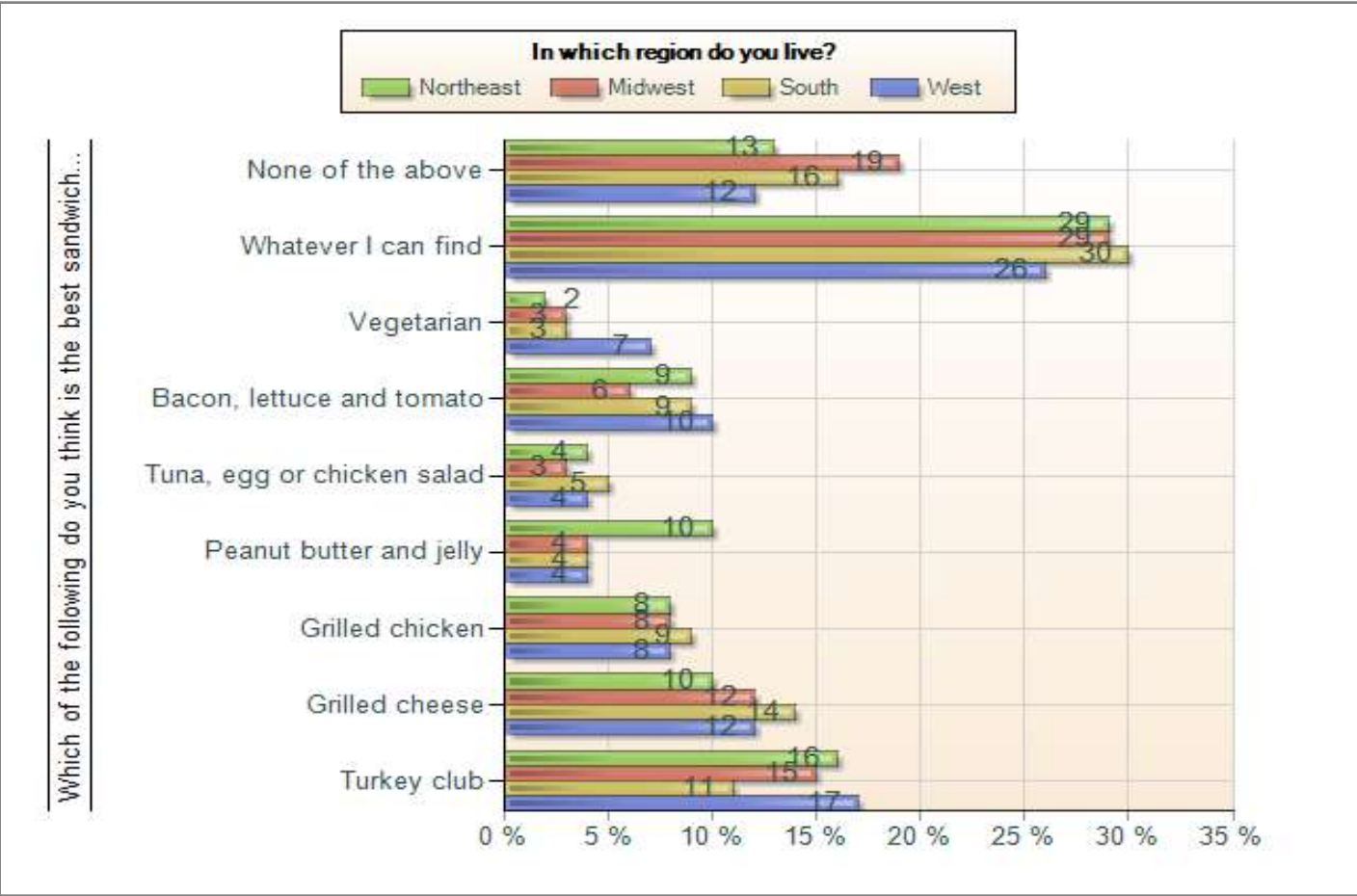


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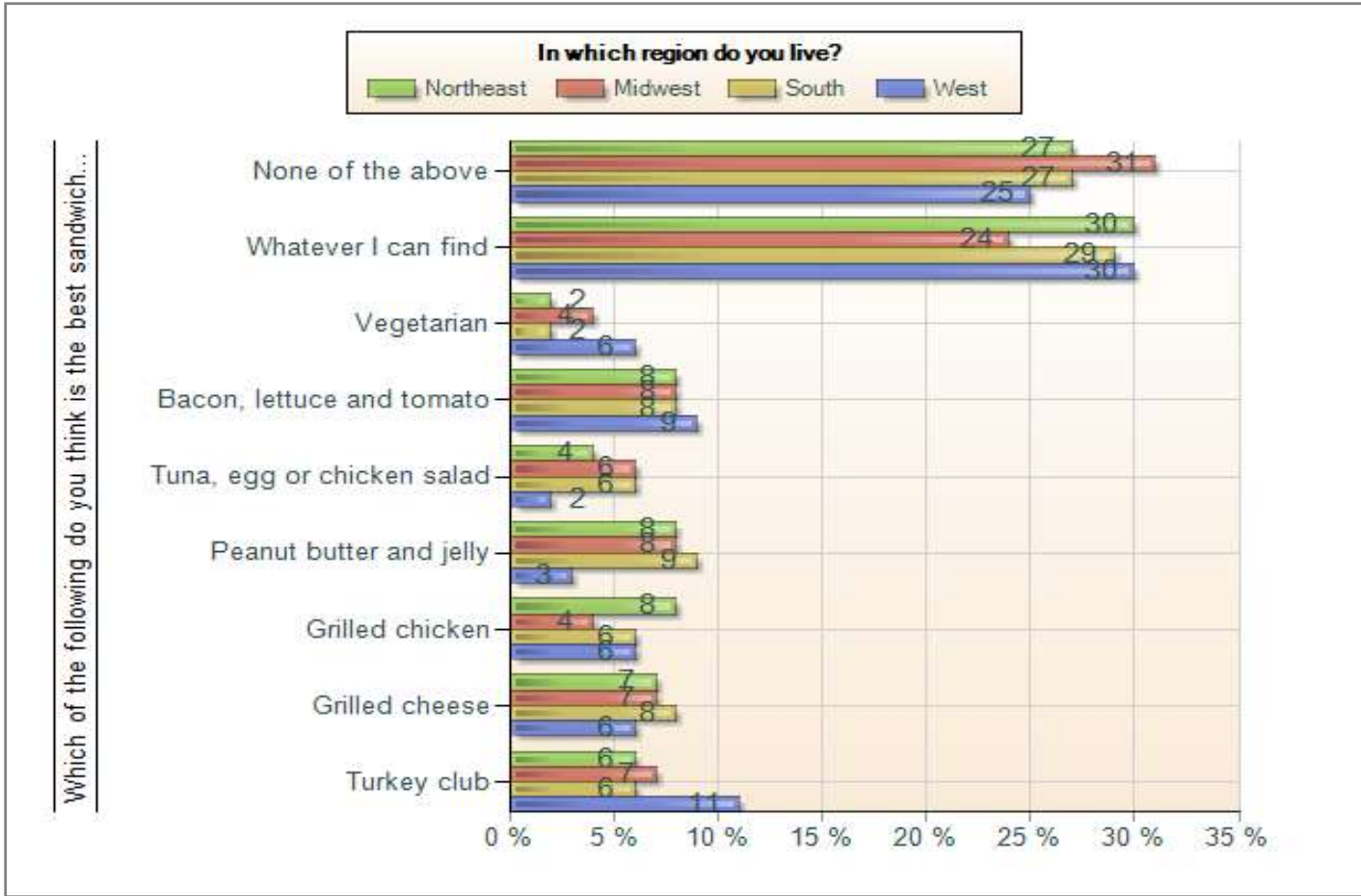
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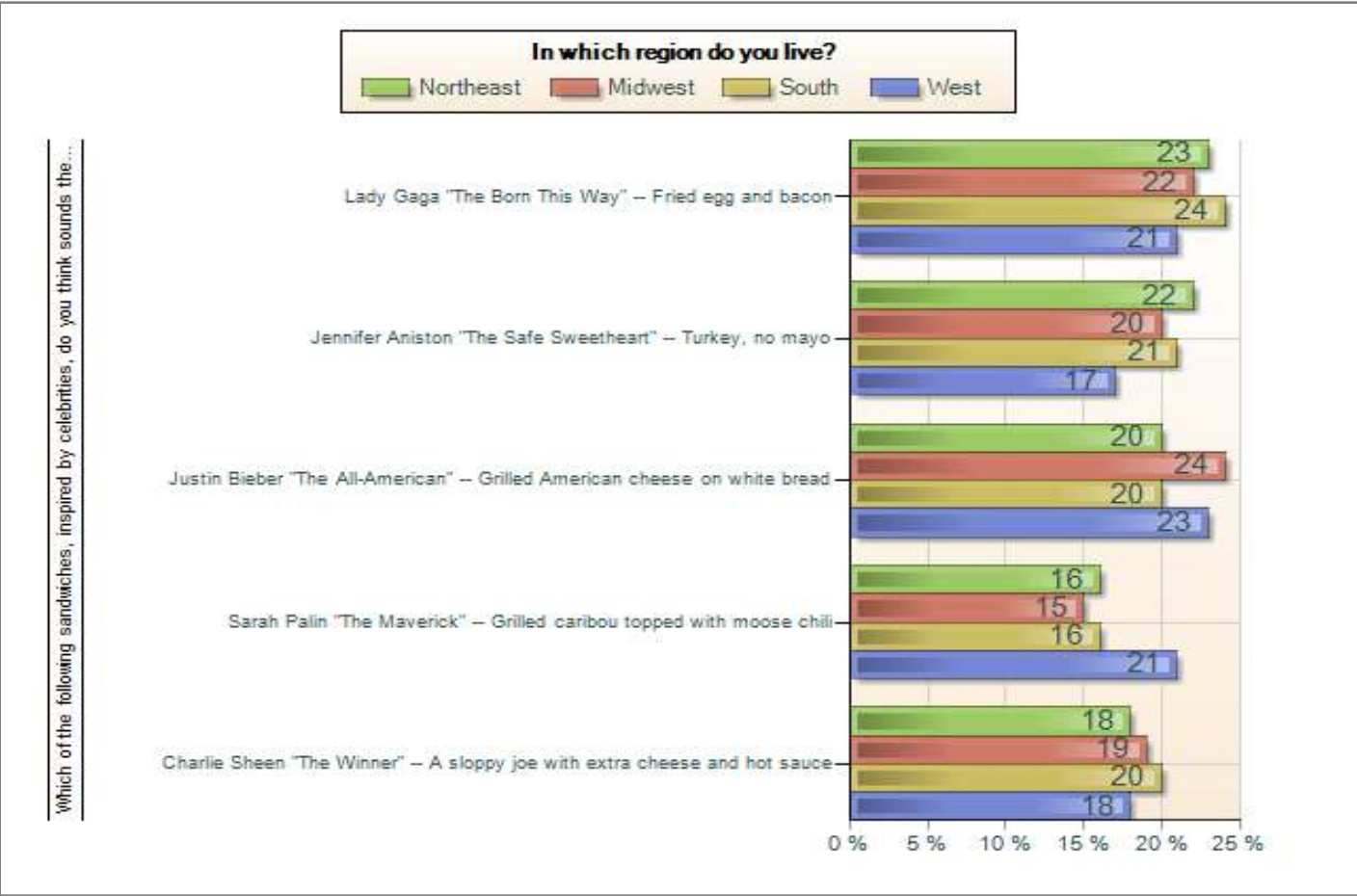




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