

JANUARY - MARCH

NOV



PRESS & CONTENT MARKETING

BROADCAST HIGHLIGHTS



Valentine's Day Must Haves



Here's how you can have a happy 'Galentine's Day' with your best girlfriends



Healthy Snacks So Hot Right Now



Celebrate National Noodle Month... Without the Carbs!



National Meatball Day Meatball Madness



Winter Meal Makeover



National Meatball Day: Mama Mancini's

Dan Mancini appeared on a National Meatball Day segment this morning titled, "Good Day Café: Mama Mancini's Meatballs," on New York, NY FOX affiliate morning show, Good Day New York as well as the show's online counterpart, Fox5NYY.com.

SOCIAL/ONLINE HIGHLIGHTS

BuzzFeed

Essentials For Your Oscar-Viewing Party This Weekend

Mama Mancini's was included on the popular lifestyle website BuzzFeed in a roundup titled, "Essentials For Your Oscar-Viewing Party This Weekend." The article featured a roundup of "must-have food and drinks to stock up on" for friends to enjoy during the award show.



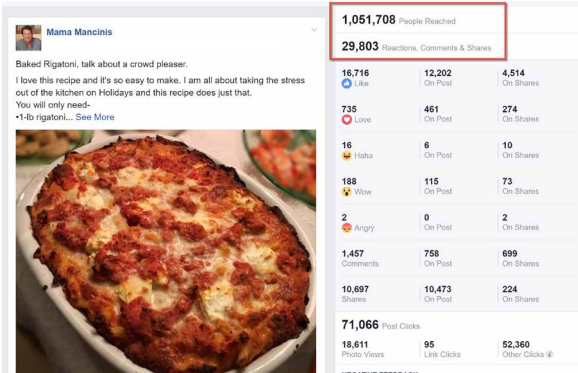
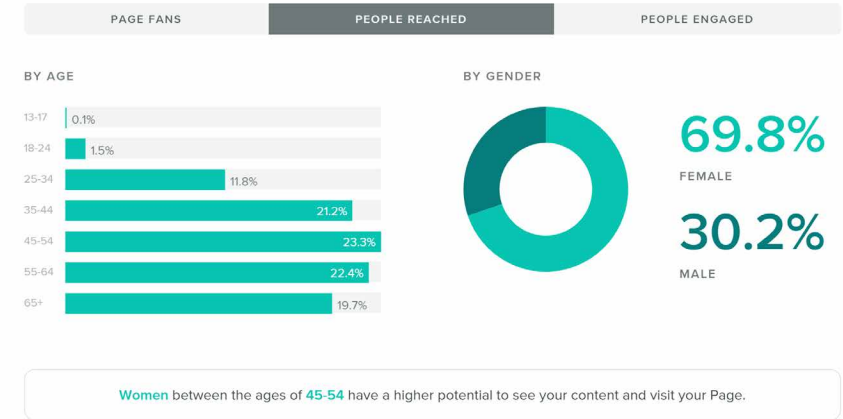
ALSO FEATURED IN...



TWITTER



FACEBOOK



CAMPAIGN TOTAL IMPRESSIONS: 120 MILLION

PRINT HIGHLIGHTS

TODAY'S GROCER



As one of the fastest growing brands carried in leading supermarkets nationwide, Mama Mancini's continues to add new products to its current portfolio, while consistently expanding its distribution channel.

Bringing Back the Family Dinner

Founded with the vision to bring back family dinner's, Mama Mancini's offers authentically Italian products made using only real, delicious ingredients. Nothing else – ever.

Mama Mancini's offers a variety of freshly prepared, all-natural products including: Meatballs, Stuffed Meatballs, Slow Cooked Sauces, meatloaf, Stuffed Peppers and more, which can be conveniently heated up at home in minutes.

Mama Mancini's launched in early 2008, when, current Co-Founder of Mama Mancini's, Daniel Mancini, sold his successful apparel company and made a career change to fulfill another passion – bringing back family dinners. Inspired by his grandmother's authentically Italian recipes, Dan's first product included a line of Beef Meatballs, prepared the same way grandmother Mancini did years ago – with 100% beef, fresh eggs, Romano cheese, seasonings and just the right amount of breadcrumbs. Born and raised in New Jersey, Daniel Mancini grew up cooking alongside his grandmother, Anna Mancini, who made her way to America from Bari, Italy in 1921. At the age of 15, Mancini asked his grandmother to teach him how to make all of her authentic Italian recipes, stored in her heart. He loved how the home would come alive and fill with family and friends when grandmother Mancini would cook. Spending time in the kitchen with her for many years, Mancini learned how to prepare all her treasured family recipes, which he still uses to this day.

Mancini went on to pioneer numerous, successful businesses in the consumer goods industry. From 1986 to 1988, he served as President of Ultra Pink, a clothing manufacturing company that grew into a successful junior apparel company with annual sales in excess of \$100 million.

In the fall of 2007, Mancini decided to make a career change to fulfill another passion – bringing back the family dinner. Leveraging his grandmother's authentically Italian recipes and his knack for predicting consumer trends, Mancini went on to launch Mama Mancini's in early 2008, a brand of all-natural, prepared Italian products made with real ingredients, free of preservatives – just like grandmother Mancini would make.

Today, the full portfolio of products includes Beef, Turkey, and Pork Meatballs (gluten free and antibiotic free variations are also available), Stuffed Meatballs, Slow Cooked Sauces, Meatloaf, Stuffed Peppers and more. All of the products are 100% all-natural, and are made using real ingredients, free of preservatives.

Erie Times News

LOOK WHAT I FOUND

Mama Mancini's meatballs make a meal

By Jennie Geisler
jennie.geisler@timesnews.com

Found: Manufacturer samples; product available at Giant Eagle.

Cost: \$7.99 for the 22-ounce boxes of Beef and Turkey meatballs.

I have a thing for frozen meatballs. OK, I have a thing with meatballs, especially meatballs I didn't have to make into meatballs.

This brand, Mama Mancini, offered me

samples. Do I want some samples of frozen meatballs? Like to take home and eat with spaghetti and write about? Hmm. OK. Yes, please.

They sent me Beef, Turkey and Five-Cheese Stuffed Beef meatballs from the line, which actually includes 15 items. I don't know how many of those types you can get at one time, but I wouldn't mind trying to find out.

Now, if you grew up with an Italian mom

making homemade meatballs for you once a week, soaking in Sunday gravy, well, then, move along. There's nothing for you to see here.

But I did not. And nothing goes better with pasta than meatballs (or sausage). It's the easiest thing on Earth to heat up with pasta for an easy dinner. At least for myself. My paleo husband can go ahead and turn up his nose at them (most contain verboten breadcrumbs). My son

can ignore them for what reason I can't fathom. But I'm a normal human being, at least to the extent that spaghetti and meatballs is a perfectly normal and acceptable dinner.

If you share my normalness (in this, then to you, I recommend these. I really like the ones that had cheese in them, of course. They also offer gluten-free ones, too.

One small problem is the sauce. There's not really enough of

it to cover any pasta you might want to eat the meatballs with, so you have to kind of mix it with whatever sauce you're using for that. It's not a horrible enough problem not to buy them, though.

Keep in mind that one box would serve our family, but no more. If you have more than two-and-a-half people eating, you'll need a couple of boxes.

FIND SOMETHING? If you run into



[CONTRIBUTED PHOTO]

something new at the store and you want to know more about it, let us know, and we'll dig into it. Send requests to jennie.geisler@timesnews.com (subject: Look What I Found); or by regular mail to Jennie Geisler, Look What I Found, 205 W. 12th St., Erie, PA 16534.



That's a Big-a Meat-a-ball!

March 9 is National Meatball Day, and you can find them fully cooked and ready for your t. All you do is heat them up, maybe add some of Mancini's Slow Cooked Italian Sauce and your pasta for meal the family or any single person w. Mama Mancini's also had pre-cooked meatloaf,

OUR STORY



NATURAL INGREDIENTS JUST LIKE GRANDMA'S

My grandmother came to Brooklyn, N.Y. in 1921 from Bari, Italy. I was raised on her cooking and my passion for food started in her kitchen. My grandmother's culinary secrets were: use only the best simple ingredients, be patient — even if a dish took hours, and most importantly, make everything with love. MamaMancini's dishes all begin with real, delicious ingredients which are slow-cooked to perfection. Nothing else — ever.

I hope you'll agree that Mama's love is in every bite. Mangia!

Dan Mancini



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