



Media Contact:

Erika Simms, Maxwell PR
erika@maxwellpr.com; (503)-231-3086

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**New La Terra Fina President Peter Molloy Brings 30+ Years of Leadership;
Will Help Drive the Brand's Investment in Growth and Innovation**

UNION CITY, Calif. – Jan. 17, 2013 – La Terra Fina, a premium manufacturer of dips and quiche, continues to build its senior-level team, adding packaged food veteran Peter Molloy as president of the company. The addition comes on the heels of the recent launch of Greek yogurt and vegetable dips to its line of ready-to-eat products.

“This is an exciting time to join the La Terra Fina team,” said Molloy. “The new dip line has received positive feedback from retailers and consumers alike, and we are continuing to develop innovative and delicious products that inspire at-home cooks and everyday entertainers. We see a big year ahead for the company.”

Molloy's long list of accomplishments in the food and beverage world over the past 30+ years made him the natural choice as president of La Terra Fina. Notably, Molloy was president and principal owner of the Farmhouse Foods Company, a rice and pasta foods company based in Union City, Calif., which he bought from Nestle in 1991 and later sold to General Mills in 1999.

In addition to his work with food and beverage companies across the country, Molloy has taught Entrepreneurship for the last 10 years at University of California at Berkley's Hass School of Business.

About La Terra Fina

Founded in 1983 by a popular San Francisco Bay Area caterer, La Terra Fina, has grown to more than 80 full-time workers at their 60,000 square foot state-of-the-art food processing facility. La Terra Fina, meaning “the good earth” in Italian, produces a wide range of premium, ready-to-eat refrigerated quiches and dips rich in flavor and high in quality. Its products are sold in supermarkets, club stores and specialty grocery retailers nationwide. For more information, visit www.laterrafina.com or www.facebook.com/LaTerraFina.