



**For Immediate Release**

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### **La Terra Fina Sets the Stage for Growth at Natural Products Expo West; Showcases Line of Clean-Ingredient Dips & Quiches**

**UNION CITY, Calif. – March 8, 2016 –** As demand for wholesome food made with clean ingredients continues to rise, chef-inspired dip and quiche company La Terra Fina is poised to continue a strong growth trajectory with the expansion of its sales team and increased distribution of its popular products.

Since its start as a Bay Area catering company 30 years ago, La Terra Fina has remained committed to providing ready-made snacks and meals with unparalleled flavor and ingredients. Over the past few years, its popular dips and quiches have grown in distribution from primarily club stores, to retailers across the West Coast, Midwest and beyond. As the brand continues to increase its retail footprint, La Terra Fina is expanding its team, adding sales veteran Leanne Thorsson as retail sales team lead. Prior to La Terra Fina, Leanne worked at SC Johnson & Son where she held a growth-based role and led several teams. The brand also recently promoted Cindy Hess to vice president of sales from her previous position as sales director east division, where she was a strong growth contributor.

“Our core products continue to be a huge driver for growth, with consumers across the country discovering us for the first time as we expand distribution, and appreciating us for our flavor and real ingredients,” said Stephanie Robbins, Director of Brand Development. “These new customers, paired with our devoted La Terra Fina fans, are helping to make La Terra Fina a leader in the dips and spreads category, as well as in easy entertaining.”

La Terra Fina is showcasing its popular lines of dips and quiches at Expo West, which are made with clean ingredients:

- **La Terra Fina Classic Dip Line:** As versatile as they are flavorful, La Terra Fina’s core line of gluten-free dips are made with clean, recognizable ingredients and add something special to everything from sandwiches and wraps to crackers and veggie platters. Available in Artichoke & Jalapeño, Spinach Artichoke & Parmesan, and Artichoke Parmesan & Garlic, the dips are sold in 10oz. containers for an SRP of \$4.99. All of La Terra Fina Classic Dips are made with rBST-free cream cheese and do not contain nuts or trans-fats.
- **La Terra Fina Greek Yogurt Dip Line:** Incorporating classic flavors that offer a better-for-you health profile, this innovative line of naturally gluten-free spreads includes two popular flavors – Spinach & Parmesan and Spinach & Kale. All are made with rBST-free Greek yogurt and do not contain nuts or trans-fats. Similar to the classic dips, this line is also sold in 10oz. containers and has an SRP of \$4.99.
- **La Terra Fina Quiches:** A timeless classic for centuries, this lineup of quiches makes it easy to enjoy the savory dish by merely heating it in the oven. Using clean ingredients like rBST-free cheese and milk, and with a 100% egg white custard these quiches offer a substantial amount of protein and fiber per serving. Available in 6oz. individual pies or 23oz. family size, the line comes in two varieties – Spinach & Artichoke Florentine and Classic Quiche Lorraine (made with cured bacon).

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The brand will showcase its beloved core products at their Annual Dip & Beer Bash at Expo West booth #5071 on Friday, March 11 from 4-6 p.m.

**About La Terra Fina**

Founded in 1983 by a popular San Francisco Bay Area caterer, La Terra Fina has since grown to produce a wide range of ready-to-eat dips, spreads and quiches that are sold in supermarkets, club stores and specialty grocery retailers nationwide. Living the tagline "Good Food from the Good Earth," La Terra Fina's products are rich in flavor and high in quality. For more information, visit [LaTerraFina.com](http://LaTerraFina.com), [Facebook](#), [Twitter](#) or [Pinterest](#).

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