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Client:

Bella Cucina

Project Description:

Create cohesive branding throughout multiple platforms (including both retail and digital) for an award-winning artisan food product line.

Scope of Work:

Copywriting includes weekly e-newsletter, individual product descriptions on e-commerce website, and signage in prime retail space in Virginia Highland district in Atlanta.



INSALATA & SPRING GREENS

Spring has officially sprung and we're surrounded in green. With each bite we're reminded of the newness and growth of the season with fresh flavors. We can't help but want to nourish our body and soul. Bella Cucina's favorite way to do that? With loads of insalata, of course! There's truly no better time to load up on all the crisp greens while they are at their peak!

EAT

One of the easiest ways to dress your greens is with a classic vinaigrette. No matter the addition, high-quality olive oil is an essential ingredient. We're partial to Bella Cucina Extra Virgin Olive Oil, which is cold pressed early in the November harvest, resulting in an intense, peppery, fruity oil. It blends beautifully as a base for vinaigrettes.

Two fast and simple go-to vinaigrettes we crave this time of year-- Shallot Vinaigrette: a few chopped shallots, a splash of Jerez sherry wine vinegar, salt and oil. And Mint & Pistachio Vinaigrette: ½ cup of Bella Cucina *Mint & Pistachio Pesto*, ¼ cup extra-virgin olive oil, salt and pepper to taste.



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This one works great with [PURPLE POTATO SALAD](#).



Ingredients: 2 pounds purple Peruvian, Yukon gold or creamers. Cut the potatoes into ¼ inch slices. Boil in salted water just until easily pierced with a fork. Drain in a colander and cool slightly. Toss the Mint & Pistachio Vinaigrette over the potatoes and taste for seasoning. Serve on a bed of fresh watercress or arugula greens.

MAKE

PANE INSALATA WITH OLIVADA PESTO, LEMON DRESSED ARUGULA GREENS + PARMESAN CHEESE

The Bella Cucina Pane Insalata combines traditional Sardinian flatbread, Pane Rustico with Olivada Pesto and our Wild Oregano & Sage Salt. It's finished with a touch of zesty lemon, peppery arugula, and salty parmesan shavings.

The result--a hearty salad with all the components for a nice, light springtime meal.



INGREDIENTS:

1 sheet *Pane Rustico Italian Flatbread*
½ cup *Olivada Olive Pesto*
Small handful of arugula greens
1 tablespoon fresh lemon juice
1 teaspoon *Wild Oregano & Sage Salt*
4 tablespoons *Extra Virgin Olive Oil*
Shavings of parmesan cheese



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In a 350° oven, bake the sheet of flatbread in the oven until golden brown, about 1-2 minutes (watch carefully- it cooks fast!). Break into 10-12 rough hewn pieces. Spoon the olive pesto over the sheet of flatbread evenly, leaving about an inch of the bread plain.

In a small bowl, add the lemon juice and salt, and whisk in the oil until it is emulsified. Toss one tablespoon with a handful of greens and dress lightly, just until coated. Place on the flatbread. Top with shavings of cheese.

SERVE



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MATCH artisan pewter *antique serving spoon* and *fork* make amazing utensils for tossing and serving insaladas. Both the fork and spoon are included in the stunning Match display at the Bella Cucina flagship store.

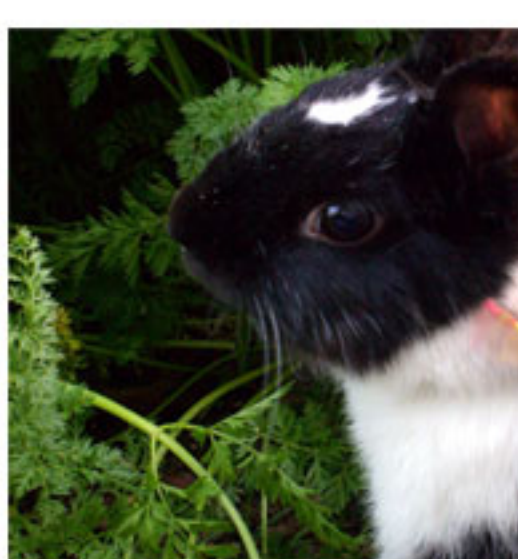
The clean lines of the Bella Cucina *Spouted Pourer* are sleek, but the function is even better ... just the vessel for sauces, creamer, condiments and of course, dressings and vinaigrettes to pour over fresh greens.



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HOLIDAY

If you're in the Atlanta area, let the Bella Cucina retail store give you a taste of Italy throughout your Easter festivities. The traditional dove-shaped Colomba in many varieties is available both in the store and online.



Also in the retail store, heaps of candies and chocolates perfect for finishing off Easter baskets. And if that isn't sweet enough, Bella Cucina Preserved Lemon Pound Cake with Lemon Cream makes a refreshing end to a meal. Come visit us in the Virginia Highlands to pick up your prepared pound cake.

PRESERVED LEMON POUND CAKE WITH LEMON CREAM AND FRESH RASPBERRIES

INGREDIENTS:

4 large eggs
½ teaspoon baking powder
1 1/3 cups sugar
½ cup heavy cream at room temperature
1/8 teaspoon kosher salt
6 ½ tablespoons unsalted butter, melted and cooled
1 teaspoon pure vanilla extract
½ cup Bella Cucina Preserved Lemons, diced (remove pulp and rinse lemons first)
1 jar Bella Cucina Preserved Lemon Cream or Meyer Lemon Spread
1 ¾ cups all-purpose flour, sifted
1 cup fresh raspberries

Preheat oven to 350°. Butter a 9 x 5-inch loaf pan and dust with flour, shaking off the excess. In a large mixing bowl, whisk eggs, sugar, salt and vanilla extract until blended. Stir in lemon until combined. Fold in sifted flour and baking powder. Add heavy cream, stirring until incorporated. Gently fold in melted butter. Once combined, pour into pan and bake in center of the oven until golden brown and toothpick placed in center of cake comes out clean, about 60 minutes. Remove from oven and set on wire rack to cool. Serve with Bella Cucina Preserved Lemon Cream or Meyer Lemon Spread and fresh raspberries.

Suon Appetito!

VIRGINIA HIGHLANDS FLAGSHIP RETAIL STORE
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