

CHEESE MARKET NEWS®

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Lioni Latticini offers Mozzarella retail cups

UNION, N.J. — Lioni Latticini Inc., a manufacturer and distributor of traditional fresh Mozzarella products, recently unveiled its newly-designed 8-ounce fresh Mozzarella retail cups at the 2010 International Dairy-Deli-Bakery show in Houston.

The company says that producing additional product offerings available in an 8-ounce size presents a viable option for retailers that currently purchase

products in 3-pound tubs. All of the 8-ounce retail cups are packed 12 items in a case.

The company adds that this update to its retail cup packaging keeps the Lioni retail product in sync with the original branding of its hand-wrapped fresh Mozzarella, its No. 1 retail item, as well as all of its branding initiatives.

For more information, visit www.lionimozzarella.com. CMN