



before the meal



Larosa's local approach to the regional cuisine of the Mediterranean

A family business since 1971

When the Larosa family immigrated to Canada, they imported the best their homeland of Italy and the Mediterranean region had to offer – literally – forever connecting the Larosa name with delicious food that's as gorgeous as it is healthy. As the business grew, so did the love for combining the family's imported gems with the freshest domestic ingredients to create innovative tastes.

These innovations naturally led to the addition of food manufacturing to the family's offerings in 2002. The business has continued to expand its size and unique product lines ever since on the strength of growing demand from coast to coast. Today, the Larosa name stands for handmade craftsmanship, no added preservatives, and an irresistible new world spin on the regional cuisine of the Mediterranean.



From variety (over 50 types of olives alone) to quality (all natural ingredients and handmade products made fresh every day in-house) to the benefits of the Mediterranean diet (healthy fats and fatty acids), Larosa's *personal approach to creating food* delivers what today's consumers want. Larosa's *personable approach to business*, meanwhile, delivers what today's retailers demand, as evidenced from the company's growing, nationwide client list of independent

delis and most of the major chains. From packaging options (pre-pack retail, bulk and custom-made sizes) to individual solutions (custom product requests are welcome) to quality assurance (HACCP compliant), Larosa is proud to work with its customers throughout North America to improve its existing products and develop new product lines. **Before the meal, be sure to look to Larosa.**



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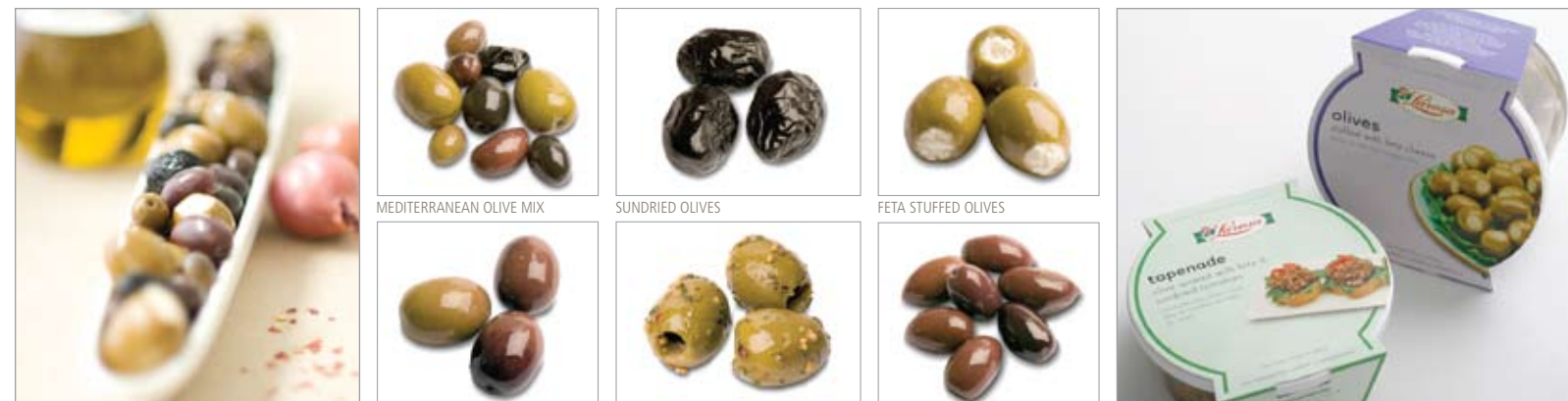


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OLIVE TAPENADE WITH FETA & SUNDRIED TOMATOES



A SELECTION OF LAROSA OLIVES
 ITALIAN BARESE OLIVES
 SICILIAN OLIVES—DELI STYLE
 CALAMATA OLIVES
 CONVENIENT PACKAGES ALLOW FLAT OR UPRIGHT DISPLAY

antipasto & olives

Not just antipasto...*inspired antipasto*: mushrooms marinated in select herbs and spices or pickled daily; a line of popular tapenades including olive with feta and sundried tomatoes; cherry peppers stuffed with provolone and prosciutto; such grilled delights as Portobello mushrooms or grilled artichokes. And not just olives...*gourmet olives*: the finest varieties hand stuffed onsite with savory fillings – Italian provolone, feta, sundried tomato, blue cheese – to name just a few of the 50+ Larosa creations.



LAROSA VENETIAN OLIVE SALAD WITH VEGETABLES MAKES AN ANTIPASTO PLATTER ON ITS OWN
 250g AND 385g SIZES AVAILABLE

peppers, eggplant & more

Peppers – among Larosa's *standout specialties*: the distinction always begins with carefully selected varieties to create the likes of jalapeno peppers stuffed with feta cheese or roasted red and yellow peppers. No less popular are Larosa's *eggplant delicacies*: the rich yet mild taste of grilled marinated eggplants; hot julienne cut eggplants; or rolled eggplants with sundried tomatoes and Italian provolone. And, yes, Larosa offers *even more*: grilled Italian artichoke hearts; onions pickled in balsamic vinegar, roasted garlic ...and the list goes on.

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2 CUT OR 2 CUT
 DIE CUT FOR CARD