

Cono Italiano and TurboChef Heat Up Pizza Cone Partnership

The Associated Press

Cono Italiano, Inc. (OTCBB: CNOZ), the exclusive license holder for the North American Distribution and Manufacturing rights for "pizza cono," a one-of-a-kind, drip-free, cone shaped pizza made from proprietary dough, is pleased to announce a strategic partnership with TurboChef, the leading manufacturer of high efficiency ovens.

Under the partnership, Cono Italiano and the Executive Chefs of TurboChef, rigorously tested and developed the ideal Turbo Oven settings for the "pizza cones" and cones prepared with cheese steak, tacos, chicken parmigiana and egg and cheese. The settings will be pre-programmed in the Tornado Oven to perfectly cook a single cone, four cones or six cones in the same batch.

"The Tornado Oven will be instrumental in maintaining a consistent, high-quality experience for consumers every time they enjoy a delicious and nutritious pizza cone," said Mitchell Brown, CEO, Cono Italiano. "The innovation of the Tornado Oven maintains the integrity of the pizza cone by keeping the dough crispy and crunchy. Consumers can feel good about purchasing their favorite cone flavors that use fresh ingredients at a variety of fast food chains, convenience stores and supermarkets."

About TurboChef

Tornado speed cook oven was designed for foodservice operators who need speed, space and quality. The Tornado bakes, roasts, toasts, browns and broils food evenly and consistently up to 12 times faster than conventional methods. The Tornado employs a patented combination of high speed forced convection heating, dual microwaves and an infrared heating element to deliver quality food with unprecedented throughput. The Tornado is a small, compact and UL certified ventless which eliminates the need for expensive ventilation and fire suppression systems. Because the Tornado installs virtually anywhere, foodservice operators are maximizing space, generating efficiencies, minimizing costs and increasing profits.

About Cono Italiano, Inc.

Cono Italiano, Inc. owns the North American distribution and manufacturing rights for Pizza Cono. This Pizza Cone is designed to be a drip free, spill free cone-shaped pizza made of proprietary dough and filled with freshly selected ingredients. The Company intends that the Pizza Cone will be distributed through the fast food market. The Pizza Cone will be distributed to quick-service restaurants (QSR), takeaways, and leisure locations. These establishments include typical fast food chains, supermarkets, convenience stores, entertainment facilities and sports arenas. Sales of frozen pizza in 2009 were \$4.4 billion making it one of the fastest

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growing categories in supermarkets and convenience stores. For more information please visit www.conoitaliano.com (<http://www.conoitaliano.com>)

Forward-Looking Statements

This press release contains "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on currently available competitive, financial and economic data and management's views and assumptions regarding future events. Actual results may differ materially from forward-looking statements due to various factors beyond the control of the Company. For further information regarding risks and uncertainties associated with the Company's business, please refer to the Company's filings which are publicly available on the website of the U.S. Securities and Exchange Commission.

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