



FOR IMMEDIATE RELEASE

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Philadelphia Macaroni Consolidates Brand with Name Change

PHILADELPHIA, PA --

Philadelphia Macaroni Company, one of the country's oldest and largest industrial pasta manufacturers, has consolidated its facilities with a name change. As of January 1, 2009



Conte Luna Foods and PASTA USA will officially retain their parent company's name - *Philadelphia Macaroni Company*.

Company president Luke Marano, Jr. is the great-grandson of Philadelphia Macaroni's founder, Antonio Marano. "Over the years we expanded our capacity by purchasing existing pasta factories - Conte Luna Foods in Norristown, PA and Pasta USA in Spokane, Washington," Marano stated. In the early 1990's, the company built a

pasta plant in Grand Forks, ND under the Conte Luna name. "We considered it important to return to our Philadelphia heritage," Marano added.

The process of changing the company name took nearly a year. A plan was devised to create a new logo and establish communication channels via email and the web. A designer was hired to update the "smiling moon" Conte Luna logo. (See new and old logos below.) "Once the new logo was approved, we began adding it to everything from signs to business cards and electronic forms," says Linda Schalles, Marketing Communications Manager. Employees were asked to change outgoing voice mail messages and standardize email signatures using the new name; email addresses were changed to reflect the new @PhilaMacaroni.com extension. A new website was launched at www.PhilaMacaroni.com.

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To cost-effectively reach customers, the company began distributing an on-line newsletter, *Flour & Ingredient Update*, with commodity news targeted to food scientists and ingredient buyers. “The timing was just right for the newsletter,” said Bill Stabert, Vice President of Sales for Philadelphia Macaroni Company. “We were seeing the prices of flour sky-rocket and our customers wanted timely information about semolina, the main ingredient of pasta.”

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Changing the names at the facilities was much easier than Marano anticipated. “We worried that original employees of Conte Luna and Pasta USA might resist the name change; but everyone was ready to be known by just one name and not three,” he acknowledged.

Company Description

Philadelphia Macaroni Company manufactures dry, frozen and specialty PASTA for industrial, institutional, and contract retail customers. Through its pasta factories located in Pennsylvania, North Dakota, and Washington, the company manufactures and distributes pasta to an international customer base.

The company also mills durum and hard red spring wheat for internal use and for sale on the open market through its division, Minot Milling Company located in North Dakota. All pasta and milling facilities are Kosher and Organic Certified and operate around the clock to meet the increased demand for pasta products.

The company is a 5th generation family-owned business headquartered in Philadelphia, PA and employs over 200 workers across the country.

Side Bar:

One of the very first things Philadelphia Macaroni changed was its email extension. “We really believe email extensions are the business cards of the future.... Standardizing everything from how we answered the phone to signing an email helped create a uniform front,” says Luke Marano, Jr.

Old Company Logo



New Company Logo



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