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FOR IMMEDIATE RELEASE

Lindsay Brand Launches Line of Specialty Peppers

Variety of Peppers Offer Consumers Additional Options and New Recipes

LAFAYETTE, Calif. (August 27, 2013) – Lindsay, a leading specialty condiment brand and largest table olive producer, today announced the launch of its new line of specialty peppers. The Lindsay pepper line includes the following varieties: Sweet Banana Peppers, Whole and Sliced Golden Greek Pepperoncini, Hot Chili Peppers, Jalapeño Peppers, Roasted Red Peppers and Mix Giardiniera.

Each jar of peppers is 12 fluid ounces and prices vary by retailer. The new product line is currently available in select retailers throughout Northern California and will eventually make their way to shelves across the country.

“We are proud to introduce the line of specialty peppers to our consumers,” said Andal Allison, marketing manager for Lindsay and Bell-Carter Foods, Inc. “Each varietal tastes great and adding peppers is an easy way to add fun and flavor to your favorite dish.”



Flavor profiles are included below:

Golden Greek Pepperoncini

Pepperoncini (pronounced pep-per-awn-CHEE-nee) are Lindsay’s top seller, and for good reason! Grown on sun-drenched Mediterranean farms, their golden color and mildly piquant, fruity flavor echo the spirit their native land, making them a classic sandwich companion and a must-have on antipasto platters and salad bars. Available as whole peppers or sliced, these crisp golden peppers, with just a hint of heat, are grown in Greece. Ours are made exclusively from the Greek variety, which are sweeter than those from Italy.

Hot Chili Peppers

The spicy Cascabel peppers that make up Lindsay Hot Chili Peppers are grown in Central California. Harvested at their peak, the chilies are delivered to our facility and packed within twenty-four hours, ensuring that we retain their natural heat and fresh-picked flavor. These spicy, perfectly bite-sized little firecrackers are not for the timid.

Jalapeno Peppers

Jalapenos are moderately hot chili peppers that are two to three inches long and usually dark green when harvested. Red jalapeños are simply green jalapeños that have been left on the plant to continue to ripen, and are generally hotter and sweeter than their green counterparts.

Mixed Giardiniera

A combination of carrots, cauliflower, Sicilian olives, red peppers and celery, mixed giardiniera (pronounced jar-din-air-a) is a perfect addition to sandwiches, salads and pasta. The product can also be served as a compliment to various appetizers.



Roasted Red Peppers

With their sweet, earthy flavor and vibrant colors, roasted peppers add a beautiful and sophisticated flair to pasta dishes, pizzas, omelets, salads, sauces and appetizers. Red peppers are simply green peppers that have been left on the vine to continue to ripen in the Mediterranean sun. Packed in water with sea salt for preserving, they have tender juicy flesh, mild character and a light smoky and sweet flavor.

Sweet Banana Peppers

Long and bright yellow with shiny skin, it's not hard to figure out where their name comes from. While sweet peppers are abundant from July through September, Lindsay makes it possible to enjoy them year round. Our banana wax peppers are naturally the perfect shape for snacking and pack an addictive crunch.

With the launch of the new pepper line, Lindsay is also providing consumers with a variety of recipes in which the various pepper products can be incorporated. Recipes include [Baked Polenta with Ripe Olive Peperonata](#) and [Antipasto Salad](#). Recipes can be found online at www.LindsayOlives.com.

To request high-resolution photos or samples of any products, please contact Lindsay Martin at (925) 451-3666 or via email at Lmartin@lindsayolives.com.

To find more information about the new line of specialty peppers, visit www.LindsayOlives.com. You can also "Like" the Lindsay brand on Facebook at Facebook.com/LindsayOlives or "Follow" the company on Twitter at Twitter.com/lindsayolives.

About Lindsay

Lindsay is a leading specialty condiment brand and the largest table olive producer the U.S., second largest in the world. The company provides full lines of olives and jarred specialty peppers, including its delicious, savory California black ripe olives, Naturals Green Ripe olives, Sliced Golden Greek Pepperoncini and Sliced Sweet Banana Peppers. The parent company to the Lindsay brand, Bell-Carter Foods, Inc., was established in 1912 in Berkeley, California, and is a fourth generation family owned and operated business. Lindsay has deep roots in California's environment and agricultural industry. From the beginning, the company has been focused on providing its customers with the best products possible, at the highest quality available, while working to reduce the production facility's carbon footprint. Bell-Carter Foods and the Lindsay brand are headquartered in Lafayette, California and operate its processing plant in Corning, California.

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