

LOUISA

— *Pasta filled with Passion!* —

SPRING 2018 ISSUE NO. 9

INTERNATIONAL
PIZZA EXPO

MARCH 19 - 22, 2018
BOOTH #2362

*A Conversation with
Joe's Pizza and Pasta*

White Tuscan

Pizza

See back for recipe!

Louisa Foods is known for our culinary driven, frozen filled pastas and appetizers. Family owned since 1971 and located in St. Louis, Missouri – the home of the Toasted Ravioli. The classic Toasted Ravioli is breaded and ready to deep-fry, but also comes pre-fried and oven-ready, for those without deep fryers. For more information about products and services, visit www.louisafoods.com.

INTERNATIONAL PIZZA EXPO

Louisa will be at the International Pizza Expo in Las Vegas. Stop by our booth, #2362 to try many of our culinary-driven, frozen filled pastas, our extensive line of appetizers, or the Original St. Louis Toasted Ravioli!

BOOTH
#2362

Appetizers

TOASTED RAVIOLI

- Classic Beef
- Four Cheese
- Nacho Cheese
- Sausage & Cheese
- Portabella Mushroom
- Spinach & Artichoke



RISOTTO BITES

- Spinach & Artichoke
- Cheese
- Spicy Sausage



STUFFED NACHOS

- Jalapeños & Cream Cheese
- Chicken

RAVIOLI FRITTI

- Buffalo Chicken
- Spinach & Cheese

CANNELLONI BITES

- Beef & Pork
- Chicken & Artichoke
- Spinach & Artichoke (full size)





A Conversation WITH Joe's Pizza

Joe's Pizza and Pasta, an Effingham landmark since 1999, is so much more than a local pizzeria. It came from small beginnings and was started by the Trupiano Family in Olney, Illinois, in 1971. Since then, Joe's Pizza and Pasta has grown into fourteen different locations, most of which are family owned.

We caught up with Joey and his brother, Manny, on a morning visit to Effingham. We were greeted by the warm and inviting restaurant, coffee, and a friendly welcome from the two brothers, who are passionate about making quality pizza, as well as making an impact on their local community. Joey and Manny are two of the four brothers in the Trupiano Family pizza business. Brothers Tony and Johnny operate the Olney locations.

Joe's Pizza was originally founded by their father, Joe, who followed his father here from Sicily with a recipe for authentic sweet Sicilian sauce. For the four brothers, the restaurant was home. Their mother, Susie, would bring the boys with her to the restaurant - and here she and Joe taught the value of a strong work ethic, the importance of lasting partnerships, and supporting employees.

Joe's Pizza and Pasta has been a Louisa partner since 1999, when their sales rep sampled them Louisa tortellini. Since then, Joe has added more Louisa items to his menu, including the toasted ravioli, which is now a staple. Joey has appreciated the introduction of new items from Louisa, as well as constant contact over the years - providing table tents, product promotions, and more recently, social media development. Though many new Louisa items have lengthened Joe's menu, their cheese tortellini remains a customer favorite.

The future holds many bright things for Joe's Pizza and Pasta. With new locations on the horizon, the business keeps growing, and so does the Trupiano family. The tradition of a "family" restaurant has continued on. Photos of Joey and Manny's children align the walls of the Effingham restaurant. On the rare occasion that he is not in the restaurant, Joey, a self proclaimed grill master, spends time with his children. He and Manny both enjoy spending afternoons on the golf course.



Mediterranean Vegetable Cannelloni

Filled with fire roasted peppers, onions, asparagus, zucchini, crimini mushrooms, and spinach blended with Fontina and parmesan cheeses.

ITEM CODE:	40111
WEIGHT:	6.75 lbs
CASE COUNT:	36/3 oz each
DIMENSIONS:	4.75 in

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Louisa Food Products
1918 Switzer Ave.
St. Louis, MO 63136



White Tuscan Pizza



INGREDIENTS:

- 10 oz pizza dough
- 1 c. Louisa alfredo sauce - #40472
- 1 c. baby spinach leaves
- ½ c. sun dried tomatoes
- ¼ c. artichokes, chopped
- 1 clove garlic, sliced
- 1 c. mozzarella
- TT olive oil
- TT Salt and pepper

DIRECTIONS:

Roll out pizza dough to 12 inches. Spread dough with Louisa alfredo. Top with baby spinach, sun-dried tomatoes, artichokes, garlic, and a layer of mozzarella. Add olive oil, salt, and pepper to taste.