

The Gourmet Retailer

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Putney Pasta Reorganizes, Reinvents

The Natural Pasta Company, LLC d/b/a Putney Pasta has unveiled a complete overhaul of its packaging and an exciting new identity. From its clear packaging to its multi-colored product, and new fun, exciting logo--Putney Pasta draws eyes and high turns in the frozen category. Putney Pasta pairs bold, adventurous flavors such as rich butternut squash with Vermont maple syrup, succulent mushrooms with rich, imported Gruyere, and black beans with spicy Habañero peppers. For more information, visit www.putneypasta.com.