



*Importers and Distributors  
of Specialist Foods*

Press Release  
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## **The best-kept foodie secret in Italy just got out**

Porter Foods ([www.porterfoods.co.uk](http://www.porterfoods.co.uk)) has some great news for the two out of three people in England who regularly eat Mediterranean foods<sup>1</sup>. Deliciously good for your health, Porter Foods is pleased to introduce the traditional Italian Vincotto PrimitivO range of premium vinegars to British food connoisseurs.

Vincotto (meaning cooked wine) was a favourite with Romans, and food-loving Italians continue to regularly indulge in the preservative- and additive-free vinegar today.

Vincotto PrimitivO is made from the primitivo grape, which is only grown in the Salentine peninsula in the heel of the Italian boot. The wine is made to a Roman recipe: the wine is matured for at least two years before it is slowly cooked and reduced down to form a non-alcoholic syrup. The Romans didn't add any colourings, preservatives or sugar, so there is no need to add any for today's consumers.

Vincotto PrimitivO is naturally packed with healthy nutrients because it is made entirely from red grapes<sup>2</sup>. Vincotto PrimitivO contains vitamins C, B1 and B6, as well as manganese and potassium, and most importantly, flavonoids. There are two flavonoids found in red grapes: quercetin and resveratrol. Together they help to reduce the risk of heart disease by reducing blood clots. The flavonoids assist in the prevention of damage caused by LDL (bad) cholesterol by increasing the levels of antioxidants in the body.

Terra del Sud, the wine producer behind the creation of Vincotto PrimitivO, uses the same Primitivo grapes for their vinegars and their wines. The combination of high quality grapes and the traditional manufacturing method provides a higher than average level of resveratrol compared to standard balsamic vinegars.

Resveratrol acts as a natural flavour enhancer so Vincotto brings out the natural flavours of food, rather than overloading dishes a strong vinegar taste. Resveratrol has also been shown in numerous studies to target and destroy cancer cells. It also acts as a preventative agent against prostate, lung, liver and breast cancer.<sup>1</sup>

As the Mediterranean diet becomes more popular with health-conscious consumers there are three varieties of Vincotto PrimitivO to mix and match with your favourite recipes:

- **Vincotto PrimitivO** - a sweet syrup that is excellent for desserts and cocktails.
- **Vincotto PrimitivO Vinegar** - similar to a high-quality, mellow balsamic vinegar, but with additional culinary and health-promoting properties.
- **Vincotto PrimitivO Mild Pepper Sauce** - can be used to spice up a wide variety of dishes.

Each product in the Vincotto PrimitivO range can be used to complement a range of Italian dishes, as well as recipes from all over the world. Well, what else would you expect from vinegar created by the Romans.

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## Notes to Editors

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1 Standard Life Healthcare conducted a survey of 1,006 British adults aged 16-64 who were interviewed by TNS using CAWI over the Internet from 12th-16th April 2007. The sample has been weighted to represent the adult population of Great Britain aged 16-64. The annual survey was conducted by TNS via PhoneBus, a telephone Omnibus survey. A representative sample of 829 adults in England aged 16 plus was interviewed. Interviewing was conducted by CATI from 20th-22nd October 2006. More information on this and the annual survey is available at [www.standardlifehealthcare.co.uk](http://www.standardlifehealthcare.co.uk).

2 Website that draws together recent scientific studies into the health properties of red grapes: <http://www.whfoods.org/genpage.php?tname=foodspice&dbid=40>

For more information about Porter Foods ([www.porterfoods.co.uk](http://www.porterfoods.co.uk)) or Vincotto Primitivo ([www.primitivo.it](http://www.primitivo.it)) please contact Porter Foods' media representative Helen Lewis at food&drink towers: +44 (0) 7904 801 669 / [helen@foodanddrinktowers.co.uk](mailto:helen@foodanddrinktowers.co.uk).

To arrange an interview with Porter Foods or Vincotto Primitivo, or to receive images/samples please contact Helen Lewis with details of your publication.

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