



NEW PROGRESSO® PANKO CRISPY BREAD CRUMBS

PRODUCT Progresso Panko Crispy Bread Crumbs

FLAVORS Plain
Italian Style

DESCRIPTION Panko is the Japanese name for “bread crumbs” and has long been popular in Japanese cooking. Unlike traditional bread crumbs, panko is made from the soft, tender centers of the bread. Progresso is the first major branded player to introduce a panko bread crumb.

Panko bread crumbs are being seen on more and more restaurant menus and are being increasingly called for in recipes. The large, flaky crumb has a coarser texture than traditional bread crumbs. Panko delivers a lighter, crunchier coating on fried and sautéed dishes and casserole toppings.

PACKAGE SIZE 8-ounce box

PRICE \$2.49

AVAILABILITY Nationwide August 2008

For further information contact: Pam Becker, 763-764-2470

###