

FOOD BUSINESS NEWS

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Marvell Foods launches Lovella Cuisine



BOCA RATON, FLA. — Marvell Foods is introducing Lovella Cuisine, a private label line of food products for the value market.

The line of frozen entrees includes chicken/beef meatball, cheese tortellini and mini-ravioli varieties. The meatball variety contains about 14 meatballs, the tortellini contains 45 tortellini, and the mini-ravioli variety contains 23 raviolis.

“With an ever-increasing consumer base facing financial challenges and watching their budgets more closely than ever, these three products are a perfect fit to help families save money while providing a healthy, tasty, nutritious and filling meal,” said Valerie Lovell, partner with Marvell foods. FBN



3200 N Federal Hwy., Suite 129
Boca Raton, FL 33431
(561) 367-1730

www.marvellfoods.com www.lovellacuisine.com