



Media Release

Hail Caesar: The original and the best

The origins and ingredients of the Caesar Salad have always been a cause for speculation. In fact, this legendary dish that has become a staple component on restaurant and café menus worldwide has caused more controversy than any other dish in the culinary world.

The most accurate account of its conception according to Naldo Pacchini of Pacchini & Sons, distributors of Cardini's 'The Original Caesar Dressing' features Italian-born Caesar Cardini, who fashioned the salad and dressing in 1924 at his restaurant in Tijuana, Mexico. "There have been many variations on the original recipe for Caesar salad, but Cardini's is the original and the best," says Pacchini.

Cardini, a pilot in the Italian air force, headed to California after World War I, then moved south to try his hand at hospitality in Tijuana - a favourite haunt of the Hollywood set who skipped the US border into Mexico for weekend parties during Prohibition.

On a busy Fourth of July weekend in 1924, Cardini, finding his restaurant short of ingredients, gathered some basic ingredients including cos lettuce, garlic-flavoured olive oil, lemons, coddled eggs, parmesan cheese, Worcestershire sauce, fresh croutons, salt and pepper, and combined them together in front of patrons creating a legendary salad.

Cardini's creation grew in popularity among the Hollywood crowd, and in 1938 Cardini moved to Los Angeles where he opened a gourmet food store. His patrons followed, arriving with empty wine bottles for him to fill with the dressing. In 1948, the demand for Cardini's famous dressing made him decide to bottle it and to establish Caesar Cardini Foods with his daughter Rosa.

Three years before Cardini's death in 1956, the master chefs of the 'International Society of Epicures' in Paris proclaimed Caesar's salad as "the greatest recipe to originate from the Americas in 50 years."

Made from all natural ingredients and preservative, sugar and additive-free, Cardini's 'The Original Caesar Dressing' delivers the true taste of Caesar's salad without the fuss and is still being enjoyed today over 80 years since its first creation. "Nothing makes a Caesar Salad at home like Cardini's, the original and the best," says Pacchini.

The popularity of 'The Original Caesar Dressing' is still evident today, being the number one selling specialty dressing in the USA. 'The Original Caesar Dressing' is sold throughout Australia, Europe, England, Scandinavia and Ireland and still contains the picture of Caesar Cardini on the label.

Cardini's 'The Original Caesar Dressing' can be purchased from most supermarkets, specialty grocers and delicatessens for RRP\$5.00 along with other Cardini products including a range of Caesar Salad Croutons.

About Pacchini:

In 1972 Pacchini & Sons formed and soon firmly established dealings with independent supermarkets and delicatessens as food importers, wholesalers and brokers. In 1979 the family-run business began developing its import division to cater for the increasing demand for good quality imported food products such as de Nigris range of Balsamic Vinegars of Modena, Cardini's 'The Original Caesar Dressing' and Cardini's Caesar Salad Croutons. Pacchini & Sons currently carry over 1200 products from over 60 companies across 12 countries and stock to over 2300 outlets across the country, including supermarkets, specialty grocers and delicatessens. Based in Sydney, Pacchini & Sons have a national distribution network, which enables them to offer comprehensive, reliable and efficient solutions for importing, wholesaling and distributing food products from Australia and around the world.

For more information on Cardini's 'The Original Caesar Dressing,' Cardini's Caesar Salad Croutons or Pacchini & Sons, please visit www.pacchini.com or call Pacchini & Sons on 02 9725 5000.

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