

**MEDIA RELEASE**

May 11, 2016

**Piccola Cucina Only Manitoba Company Selected  
for Arlene Dickinson's Business Accelerator**

*Dragon's Den star connecting growth-stage companies to a variety of business supports*

**Winnipeg, MB** – Piccola Cucina, a Winnipeg-based company specializing in Italian gourmet products made from almonds, is one of the 12 businesses selected from more than 700 applications to take part in the second cohort of District Ventures.

Arlene Dickinson, one of Canada's most recognized entrepreneurs, established District Ventures to bring together a community of elite, driven entrepreneurs focussed on taking their businesses to the next level. It is a non-profit accelerator dedicated to connecting growth-stage companies in the consumer packaged goods industry with a network of business supports including mentors, distributors and investors.

The six-month program is designed to increase a company's brand equity, distribution and valuation. It will cover a variety of topics including raising venture capital, e-commerce, crowdfunding, supply chain management and perfecting the pitch. There will also be strategy sessions, discussions on innovation and the opportunity to meet industry experts.

Mother/daughter duo Anita and Pina Romolo established Piccola Cucina in 2009. Remaining true to their Italian roots, they use traditional family recipes as the basis for all their products which include pie and tart shells; pancake and biscuit mixes; and a variety of Italian macaroons. All of their products are handmade using natural ingredients in a gluten-free commercial facility in Winnipeg.

According to Pina Romolo, President & CEO of Piccola Cucina Inc. "This is a very exciting opportunity and we are honoured to be the only business east of Alberta to be selected to participate. Being able to tap into the knowledge and networks of a successful entrepreneur like Arlene Dickinson is going to be a game-changer for our business."

Piccola Cucina products are currently available in a variety of gourmet and specialty stores in Manitoba, Saskatchewan and Alberta, at seasonal markets, seasonal craft shows and through their online store.

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