



The Art

OF BAKING SINCE 1921



1850-1909

CALABRIA, ITALY

In an effort to better his family's life, Alessandro brought his wife, Maria, and their first daughter to America in 1909. "My father always said Italy was his mother, because he was born there, but America was his father because it supported him," said Louis Rotella Sr.

Maria

1921-1964

"My mother was very instrumental in the business," said Lou Rotella Sr., noting that although his father Alessandro, did not have a formal education, but his mother, Maria, had been educated in Italy. "Between the two of them, they made the business go."

Alessandro

A Family Tradition Since 1921

1921

Rotella's Italian Bakery earliest means of transporting bread products

ROTELLA'S ITALIAN BAKERY



Lou sr. & Lou jr.



PAREVE

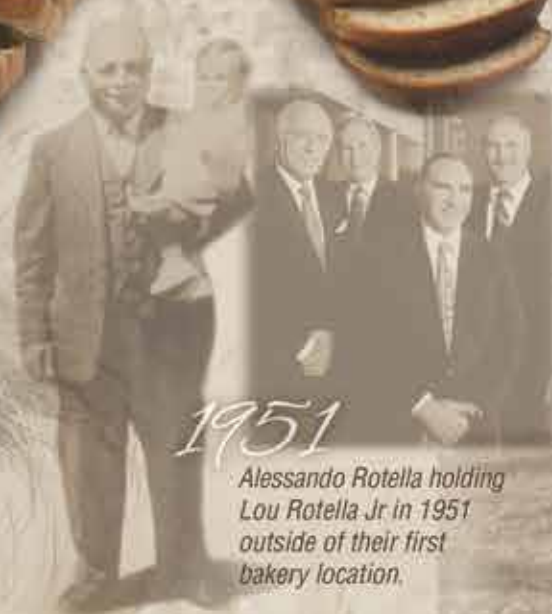


1964-1989

"My son, Lou Jr. worked side-by-side with me since he was in grade school," recalled Lou Rotella Sr. "By the time he was in 8th grade, Lou Jr. was able to run production in the plant."

1951

Alessandro Rotella holding Lou Rotella Jr in 1951 outside of their first bakery location.



1989-Present

From our very beginning in Calabria, Italy to our present day state of the art bakery – the Rotella tradition has always remained the same, a commitment not only to our products, but also in the personal relationships Rotella's Italian Bakery maintains with its loyal customers.

Louis & Helen Rotella Sr.



STRENGTH of TRADITION

- Incorporated in the United States in 1921, Family Owned and Operated.
- A Strong family commitment to product excellence, quality, and a premium brand.
- Variety – Seven Bread and Roll Categories.
- Product Uniformity (A key to mastering high volume bakeries).
- Rotella's is an industry leader with proven expertise in product research and development.
- Rotella's is regularly honored with awards recognizing quality, service and product innovation.
- Rotella's has three separate manufacturing sites across its 32 acre campus in support of its diverse product line.
- Menu Innovation and Ideation sessions. From specialty concept to completion.
- National Distribution.

Louis Rotella Jr., current CEO and President has devoted his career to product innovation and business development, propelling the bakery from a local legend to a national leader.



rotellaskbakery.com

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BREAD

ROLLS

HOAGIES

BUNS

SPECIALTY

CIABATTA

GLUTEN-FREE



Bread Loaves

- > WHITE
- > WHEAT
- > SOUR
- > MARBLE
- > RYE
- > PUMPERNICKEL
- > EGG
- > SPECIALTY

BREAD
ROLLS
HOAGIES
BUNS
SPECIALTY
CIABATTA
GLUTEN-FREE

WHITE



00103 Vienna Sliced 18oz. 21-9/16" Slices
6/1 Ct



00106 Vienna Thick Sliced 18oz. 16-3/4" Slices
8/1 Ct



00107 French Bread Sliced 21oz. 19-3/4" Slices
8/1 Ct



00109 Pane Di Casa 21oz. 18-9/16" Slices
8/1 Ct



00115 Twist Sliced 16oz. 18-9/16" Slices
8/1 Ct

WHITE



00117 Steakhouse Twist Sliced 16oz. 16-5/8" Slices
8/1 Ct



00121 Italian Sandwich 18oz. 18-9/16" Slices
8/1 Ct



00122 Italian Sandwich 18oz. 13-3/4" Slices
8/1 Ct



00128 Dinner French Loaf 14oz. 16-3/4" Slices
7/1 Ct



00131 Cottage Sandwich Bread 18oz. 18-9/16" Slices
8/1 Ct

WHITE



00134 Open Top Texas Toast 28oz. 15-3/4" Slices
6/1 Ct



00200 White Reuben 23oz. 21-9/16" Slices
8/1 Ct



00216 Open Top Dinner Loaf 28oz. 21-9/16" Slices
6/1 Ct



01229 Sweet Vienna Bread 32oz. 19-5/8" Slices
6/1 Ct



01231 Seeded BBQ Bread 18oz. 16-3/4" Slices
9/1 Ct

WHEAT



01700 100% Whole Wheat 26oz. 18-9/16" Slices
8/1 Ct



01702 Whole Wheat Multi-Grain 29oz. 18-9/16" Slices
8/1 Ct



00183 Honey Wheat Sandwich 18oz. 18-9/16" Slices
8/1 Ct



00191 Wheat Reuben 31oz. 15-3/4" Slices
6/1 Ct



00193 Wheat Reuben 31oz. 21-1/2" Slices
6/1 Ct

WHEAT



00195 Wheatberry Vienna 38oz. 16-3/4" Slices
6/1 Ct



00432 Wheatberry 33oz. 21-9/16" Slices
6/1 Ct



00700 100% Whole Wheat 9 Grain 25oz. 18-9/16" Slices
6/1 Ct
ALL NATURAL



00701 100% Whole Wheat w/oat 25oz. 18-9/16" Slices
6/1 Ct
ALL NATURAL



00702 Honey Wheat Nugget 25oz. 18-9/16" Slices
8/1 Ct

SOUR



00209 Sour Dough Reuben 31oz. 21-1/2" Slices
6/1 Ct



00210 #2 Sour Vienna 35oz. 24-1/2" Slices
6/1 Ct



00211 Sour Dough Reuben 31oz. 14-3/4" Slices
6/1 Ct



00212 Open Top Sour 25oz. 19-5/8" Slices
8/1 Ct



00213 Sour Vienna 17oz. Solid
8/1 Ct

SOUR



00220 Open Top Sour 36oz. 16-3/4" Slices
8/1 Ct



00225 Open Top Sour 35oz. 19-5/8" Slices
6/1 Ct



01175 Rustic Oval Loaf 48oz. 22-5/8" Slices
6/1 Ct

MARBLE



00595 Marble Reuben 31oz. 14-3/4" Slices
6/1 Ct



00597 Marble Reuben 31oz. 21-1/2" Slices
6/1 Ct

MARBLE



00598 Marble Rye 36oz. 19-5/8" Slices
6/1 Ct



00808 Marble Bread 18oz. 18-9/16" Slices
8/1 Ct

RYE



00235 Rye Sliced 21oz. 18-9/16" Slices
8/1 Ct



#00597 / SERVING SUGGESTION



MARBLE REUBEN:

Butter 2 slices of Rotella #00597 Marble bread. Place first buttered side down and top with sliced corned beef, swiss cheese, sauerkraut and thousand island dressing. Top with remaining buttered marble slice of bread, buttered side out. Toast over medium heat in a pan until bread is lightly browned and cheese is melty.

RYE



00240 Rye Vienna 35oz. 24-9/16" Slices

RYE



00697 Oval Rye 41oz. 19-5/8" Slices

PUMP



00241 Rye Reuben 31oz. 21-1/2" Slices



00241 Pumpnickel Reuben 31oz. 21-1/2" Slices



00251 Rye Reuben 31oz. 14-3/4" Slices



00271 Black Russian Reuben 35oz. 14-3/4" Slices

EGG



00125 Egg Pane 19oz. 13-3/4" Slices

SPECIALTY



00129 Open Top Honey Potato 33oz. 16-3/4" Slices

SPECIALTY



00132 Yellow French Toast 26oz. 15-3/4" Slices



00133 Yellow French Toast 26oz. 12-1" Slices



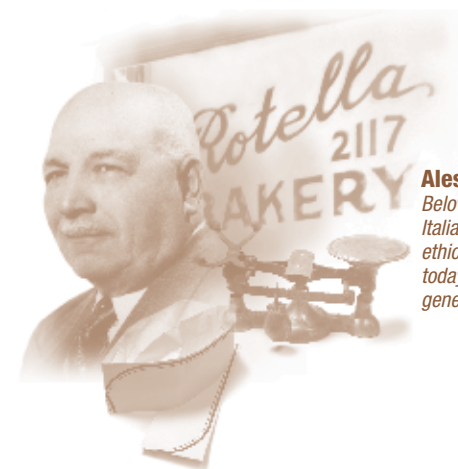
00230 Jalapeño Cornbread 35oz. 15-3/4" Slices



00252 9 Grain Open Top 38oz. 16-3/4" Slices



00254 Multi-Grain Reuben w/oat 35oz. 17-5/8" Slices



Alessandro Rotella
Beloved Founder of Rotella's Italian Bakery. His same ethics and principles live on today into the fourth and fifth generations of Rotella's.

SPECIALTY



00258 Sweet Multi-Grain 26oz. 15-3/4" Slices



01219 Brioche Loaf Sliced 28oz. 15-3/4" Slices



01224 Blueberry Loaf 21oz. 13-3/4" Slices



01228 Multi Grain Vienna 38oz. 19-5/8" Slices

#00230 / SERVING SUGGESTION



TUCSON TURKEY MELT:

Smokey and spicy, this melt has no flavor shortcoming with its abundant collaboration of ingredients. When life gives you an amazing selection of ingredients, the only responsible thing to do is make a sandwich with Rotella's unrelentingly flavorful #00230 Jalapeño Corn Loaf.



Dinner-Banquet Rolls & Breadsticks

- > WHITE
- > WHEAT
- > SPECIALTY
- > SLIDERS
- > BREADSTICKS
- > BANQUET

BREAD

ROLLS

HOAGIES

BUNS

SPECIALTY

CIABATTA

GLUTEN-FREE



00380 6/12 Ct
Brown & Serve Split Top Roll 2.2oz.
No Sugar-No Fat



00383 8/8 Ct
Small Split Top Roll 1.3oz.



00387 6/12 Ct
Heavy Hearth Roll 2.6oz.



00389 6/12 Ct
Large Split Top Hard Roll 1.75oz.



00461 8/8 Ct
Italian Hard Roll 1.3oz.

WHITE



00480 8/12 Ct
White Round Dinner Roll 1.5oz.



9/12 Ct
00484 Split Top Slider 12-1.5oz.
Sliced



9/12 Ct
00485 Split Top Slider 12-1.5oz.
Solid

#00483
SERVING SUGGESTION

PUMPERNICKEL SALMON:

Cut #00483 Round Pumpernickel Dinner Roll in half. Spread bottom with prepared herb cream cheese. Top with slices of smoked salmon and fresh cucumber.



00486 Split Top Sesame Slider 9/12 Ct
12-1.5oz. Sliced



00515
Italian Split Top
Pull-Apart 6-4.6oz.
6/6 Ct

WHITE



00482 8/12 Ct
Round Wheat Dinner Roll 1.5oz.

WHEAT



00456 8/12 Ct
Focaccia Split Top Roll 1.5oz.

SPECIALTY



00479 8/12 Ct
Round Yellow Dinner Roll 2.6oz.



00483 8/12 Ct
Round Pumpernickel Dinner Rolls 2.6oz.



#01094 SERVING SUGGESTION

BRAISED RED PORK SLIDERS:

A south east Asian take on pulled pork and slaw, Rotella's Brioche Sliders are the perfect sweet and savory compliment to the braised red pork and cauliflower Hunan salad.

SPECIALTY



8/12 Ct
00704 Assorted Dinner Rolls 1.75oz.
White-Wheat-Pump



01094 Brioche Slider 1.5oz. 9/12 Ct



01159 Blueberry Slider 1.5oz. 9/12 Ct



01167 Pineapple Dinner Roll 1.3oz.
8/12 Ct

BREADSTICKS



00537 Italian Breadsticks
1.5oz. 8/12 Ct



00540 Dinner Roll Breadsticks
1.5oz. 8/12 Ct

BANQUET



8/12 Ct
00391 Sour Banquet Rolls 1.3oz.



8/12 Ct
00771 Italian Banquet Rolls 1.3oz.



8/12 Ct
00773 Sweet Banquet Rolls 1.3oz.



Louis Rotella Jr.
Having learned the art of baking at a very young age, Louis Rotella Jr. has been instrumental in expanding the Company into the nationwide marketplace.



#00779
SERVING SUGGESTION

WHEAT BANQUET SANDWICH:

Cut #00779 Wheat Berry Banquet Roll in half and top with sliced turkey and cranberry sauce.



BANQUET



8/12 Ct
00779 Wheatberry Banquet Rolls 1.75oz.



8/12 Ct
00852 Ciabatta Line Bites 1.2oz.

BREAD

ROLLS

HOAGIES

BUNS

SPECIALTY

CIABATTA

GLUTEN-FREE



- > WHITE
- > WHEAT
- > SOUR
- > SPECIALTY

WHITE



00304 5-6" Hoagie 2.2oz. Hinge Sliced 9/6 Ct



00308 5-6" Split Top Hoagie 2.4oz. Hinge Sliced 9/6 Ct



00309 6-7" Hoagie 2.6oz. Solid 6/6 Ct



00310 6-7" Split Top Hoagie 3.1oz. Hinge Sliced 6/6 Ct



00311 6-7" Hoagie 2.6oz. Hinge Sliced 6/6 Ct



00313 7" Split Top Mini Loaf 3.1oz. Sliced Thru 6/6 Ct

WHITE



00317 8-9" Hoagie 3.3oz. Solid 6/6 Ct
00319 8-9" Hoagie 3.3oz. Hinged Sliced 6/6 Ct



00340 10" Split Top Sub 5.5oz. Sliced Thru 6/4 Ct



00344 10" White Sub 5.5oz. Solid 6/4 Ct



#00310 / SERVING SUGGESTION



HAM VEGETABLE DELUXE HOAGIE:
Start with a sliced Rotella #00310 Split Top Hoagie. Spread each half with a generous portion of mayonnaise and whole grain mustard. Top with shredded lettuce, sliced ham, cheddar cheese, tomatoes and cucumbers.

WHITE



00345 12" Split Top Sub 6.2oz. Solid 6/4 Ct

WHEAT



00360 12" Wheat Sub 6.2oz. Solid 6/4 Ct



00315 8" Wheat Split Top Hoagie 3.5oz. Hinge Sliced 6/6 Ct



00320 5-6" Wheat Hoagie 2.6oz. Hinge Sliced 6/6 Ct



00322 6-7" Wheat Split Top Hoagie 3.5oz. Hinge Sliced 6/6 Ct



#00322 / SERVING SUGGESTION



WHEAT DELI TURKEY:
Start with Rotella's #00322 Wheat Split Top Hoagie. Lightly spread each half of the hoagie with mayonnaise and top with smoked turkey, sprouts, and pickles for a simple yet delicious sandwich.

SOUR



00424 6-7" Sour Hoagie Scored 3.5oz. Solid 6/6 Ct
00425 6-7" Sour Hoagie Scored 3.5oz. Hinge Sliced 6/6 Ct



00731 8-9" Sour Hoagie Scored 4.2oz. Solid 6/6 Ct
00734 8-9" Sour Hoagie Scored 4.2oz. Hinge Sliced 6/6 Ct



00966 8-9" Sour Hoagie Scored 4.2oz. Sliced Thru 6/6 Ct

SPECIALTY



00316 8" Multi-Grain Split Top Hoagie 3.5oz. Solid 9/6 Ct



00321 8-9" Hoagie Scored 4.8oz. Solid 8/4 Ct



00329 6-7" Mini Loaf Scored 4.4oz. 6/6 Ct



00331 Split Top Mini Loaf 3.5oz. Hinge Sliced 9/4 Ct



00335 Large Split Top Hoagie 3.5oz. Hinge Sliced 16/4 Ct

SPECIALTY



00336 8-9" Large Split Top Hoagie 3.3oz. Solid 6/6 Ct



00337 8-9" Split Top Hoagie 3.3oz. Hinge Sliced 6/6 Ct



00361 12" Multi-Grain Split Top Sub 6.2oz. Solid 6/4 Ct



00510 5-6" Dark Multi-Grain Hoagie 3.3oz. Solid 9/6 Ct



00657 6-7" Yellow Hoagie 2.6oz. Hinge Sliced 6/6 Ct

SPECIALTY



00670 5-6" Hoagie Sesame 2.4oz. Sliced Thru 9/6 Ct



00674 8-9" Yellow Hoagie 3.5oz. Hinge Sliced 6/6 Ct



00735 6-7" Focaccia Split Top Hoagie 4.2oz. Sliced Thru 6/6 Ct



00736 6-7" Tomato Basil Hoagie Scored 3.3oz. Sliced Thru 6/6 Ct



00737 6-7" Marble Hoagie Scored 4.2oz. Sliced Thru 6/6 Ct



Louis Rotella Sr.
Alessandro's son, Louis Rotella Sr., standing on the running board of his delivery truck in 1949. Lou Sr. learned his father's knowledge of the art of baking and continued his principles of quality, honesty and hard work to propel Rotella's Italian Bakery into the modern world of high speed baking.



#00425 / SERVING SUGGESTION



PREMIUM ITALIAN SOUR HOAGIE:
Start with a sliced Rotella #00425 Sour Hoagie. Top with shredded lettuce, sliced tomatoes, green peppers, pastrami, genoa salami, provolone cheese, red onion rings and banana pepper rings. Top with an olive oil vinaigrette dressing.

SPECIALTY



01014 7.5" Rustic Hoagie 3.1oz. Hinge Sliced 6/6 Ct



01015 6" Rustic Hoagie 2.5oz. Hinge Sliced 9/6 Ct



Hamburger, Hotdog & Sandwich Buns

BREAD

ROLLS

HOAGIES

BUNS

SPECIALTY

CIABATTA

GLUTEN-FREE

- > WHITE
- > WHEAT
- > YELLOW
- > SPECIALTY
- > BRIOCHE
- > HOTDOG/BRAT



00300 4" Deep Dish Kaiser Bun 3.5oz. 6/8 Ct



00301 4" Seeded Kaiser Bun 3oz. 6/8 Ct



00406 5" Seeded Hamburger Bun 3.75oz. 4/10 Ct



00407 4.5" Hamburger Bun 3oz. 6/8 Ct



00408 4.5" Kaiser Bun 3.5oz. 4/10 Ct

WHITE



00420 4.5" Hamburger Bun 3oz. 4/10 Ct



#00407 / SERVING SUGGESTION



**ALL AMERICAN
SUMMER-TIME FAVORITE:**
Start with a Rotella #00407 Hamburger Bun. Grill hamburger patties with your favorite seasoning. Top with condiments such as yellow mustard, pickle relish, onions, green leaf lettuce, fresh sliced tomatoes and American cheese. Enjoy in your backyard or at the ballpark.

WHITE



00488 3.5" Hamburger Bun 2oz. 5/12 Ct

WHITE



00489 3.5" Seeded Hamburger Bun 2.2oz. 5/12 Ct



00652 5" Hamburger Bun 3.75oz. 4/10 Ct



00653 4" Deep Dish Rosette Cornmeal Top Bun 2.8oz. 6/8 Ct



00687 Small Hamburger Bun 1.75oz. 9/8 Ct



00693 5" Gourmet Seeded Kaiser Bun 4.6oz. 4/10 Ct

WHITE



00694 4" Split Top Gourmet Hamburger Bun 3.3oz. 6/8 Ct



00695 4" White Hamburger Bun 2.4oz. 6/8 Ct



00962 5" Scored Hamburger Bun 4.2oz. 4/10 Ct



00405 4" Wheat Rosette Bun 2.6oz. 6/8 Ct



00413 4" Wheat Pan Kaiser Bun 2.6oz. 6/8 Ct

WHITE

WHEAT

WHEAT



00419 4.75" Wheat Kaiser Bun Large 3.5oz. 4/10 Ct



00487 3.5" Wheat Hamburger Bun 2.2oz. 5/12 Ct



00640 4" Dark Hamburger oat Top Bun 2.8oz. 12/8 Ct



00729 4.5" Wheat Oat Top Bun 3.3oz. 4/10 Ct



00730 4.25" Wheat Hamburger Bun 2.8oz. 6/8 Ct

YELLOW



00401 4" Yellow Pan Kaiser Bun 3.1oz. 6/8 Ct



00403 5" Yellow Kaiser Bun Large 3.5oz. 4/10 Ct



00404 4" Yellow Pan Kaiser Bun 3.1oz. 6/8 Ct



00650 4" Yellow Hamburger Bun 2.6oz. 6/8 Ct



00651 4.5" Seeded Yellow Hamburger Bun 3.3oz. 4/10 Ct

YELLOW



00655 4.25" Sesame Seed Kaiser 2.8oz. 6/8 Ct



00409 4" Onion Kaiser Bun 2.6oz. 6/8 Ct



00410 4.25" Poppy Onion Kaiser Bun 2.6oz. 6/8 Ct



00412 4.75" Onion Kaiser Bun 4oz. 4/10 Ct



00458 4.25" Jalapeño Bun 3.5oz. 6/8 Ct

SPECIALTY



00470 4" Kaiser Cornmeal Top Bun 2.8oz. 12/8 Ct



00645 4" Sour Dough Split Top Bun 2.8oz. 6/8 Ct



00649 4.5" Flat Pan Bun 3.5oz. 4/10 Ct



00654 4.25" Sesame Seeded Rosette Bun 2.8oz. 6/8 Ct



00656 4.25" Potato Rosette Bun 3.1oz. 6/8 Ct

BREAD

ROLLS

HOAGIES

BUNS

SPECIALTY

CIABATTA

GLUTEN-FREE

SPECIALTY



00662 Sweet Square Bun 3.75oz. 6/12 Ct



00663 Sweet Jalapeño Square Bun 3.75oz. 6/12 Ct



00664 4" Deep Dish Gourmet Kaiser Bun 2.4oz. 5/12 Ct



00934 Gourmet Potato Bun 1.9oz. 5/12 Ct



01218 Pineapple Bun 2.6oz. 6/8 Ct

SPECIALTY



01249 3" Mini Hawaiian Bun 1.3oz. 8/12 Ct

BRIOCHE



00686 Brioche Bun 3oz. 6/8 Ct



01044 4.25" Butter Brioche Bun 2.8oz. 8/6 Ct



01051 Seeded Brioche Bun 3.3oz. 8/6 Ct



01056 Homestyle Brioche Bun 2.8oz. 8/6 Ct

BRIOCHE



01086 3.5" Brioche Split Top Bun 2.6oz. 8/6 Ct



01237 Small Seeded Brioche Bun 2.5oz. 5/12 Ct



01244 Brioche New England Roll 2.1oz. 12/12 Ct



01686 5" Large Brioche Split Top Hamburger Bun 4oz. 4/10 Ct



02822 Handcrafted Brioche Bun 3.3oz. 12/8 Ct



Made In Italy

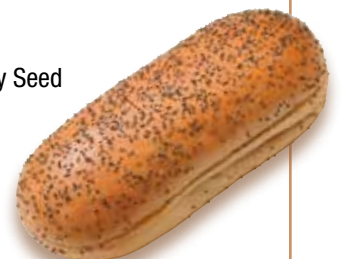
The Rotella tradition begins in 1850 in Calabria, Italy, where Domenico Rotella mills his own wheat into flour. Baking in a small wood-fired oven, he sells hearty loaves to fellow villagers. Renowned as a master baker, Domenico passes the craft on to his son, Alessandro.

HOTDOG & BRAT BUNS



00303 5-6" Hotdog Bun 2oz. 9/6 Ct

00323 5-6" Hotdog Bun w/Poppy Seed 3oz. 6/8 Ct



00363 Small Hotdog Bun 1.5oz. 6/12 Ct

00563 Gourmet Scored Hotdog Bun 1.75oz. 9/12 Ct



00638 Small Hotdog Bun 1.5oz. 9/8 Ct

00680 5-6" Brat Bun Sliced 2.4oz. Hinged Sliced 9/6 Ct





BREAD

ROLLS

HOAGIES

BUNS

SPECIALTY

CIABATTA

GLUTEN-FREE

- > PARTY SUBS
- > FLAT BREADS
- > BAGUETTES
- > PANE
- > SOUP BOWLS
- > OTHER

PARTY SUBS



00502 3 FT. Party Vienna / Boxed Individually-Solid 1/1 Ct
00501 6 FT. Party Vienna / Boxed Individually-Solid 1/1 Ct

BAGUETTES



00165 12" Baguette 6oz. 6/4 Ct



00161 22-23" Sour Dough Baguette 13oz. 10/1 Ct



01861 21" Rustic Baguette 13oz. 12/1 Ct



00909 22-23" Cuban Style Bread 15oz. 2/5 Ct



SPECIALTY

00130 Large Round 35oz. 4/1 Ct



#00909 / SERVING SUGGESTION



GARLIC CHEESE BREAD:

Slightly soften butter in microwave and add freshly chopped garlic, thyme, and salt to make compound butter. Slice a Rotella #00909 Cuban Style Bread on the bias about one inch thick. Cover each slice with butter and grated parmesan or romano cheese. Broil in oven until hot and bubbly! Great side with any pasta

FLAT BREAD



00452 5" Focaccia Flat Bread 5.3oz. 4/10 Ct

SOUP BOWLS



00431 Sour Dough Bread Bowl 6oz. 8/4 Ct

00436 Cored Sour Dough Bread Bowl 9.7oz. 8/4 Ct



00720 Italian Bread Bowl 7.7oz. 6/2 Ct



PANE



00293 Mini Molasses Loaf 4.6oz. Solid 18/4 Ct

New Life, New World
 Rotella's Bakery begins a new life in a new world. A horse-drawn wagon, which delivers fresh bread to customers, becomes a local symbol of wholesome goodness.



PANE



00690 Dinner Mini Pane 4oz. Solid 6/4 Ct

00192 Wheat Mini Pane 4oz. Solid 6/4 Ct



00329 6-7" Mini Loaf Scored 4.4oz. 6/6 Ct

#00436 / SERVING SUGGESTION



ROASTED CARROT SOUP:

Start with a Rotella #00436 Cored Sour Dough Bread Bowl. Pour steamy hot roasted carrot soup into bread bowl and top off with a dollop of sour cream and fresh chopped chives.



BREAD

ROLLS

HOAGIES

BUNS

SPECIALTY

CIABATTA

GLUTEN-FREE

- > WHITE
- > WHEAT
- > FOCACCIA



00760 Ciabatta Line Hoagie Sliced Thru 2.8oz. 9/4 Ct



00763 Ciabatta Line Hoagie Solid 2.8oz. 9/4 Ct

#00799 / SERVING SUGGESTION



PIMENTO ITALIAN CHEESE STEAK:

Seasoned shaved steak, sautéed onions and peppers slathered with pimento cheese sandwiched between the light and crispy Rotella's #00799 Square Ciabatta bun, the Pimento Italian Cheese Steak is the epitome of comfort foods.



00780 Ciabatta Line Loaf 15oz. 10/1 Ct

WHITE



#00760 / SERVING SUGGESTION



ITALIAN CIABATTA HOAGIE:

On a Rotella #00760 Ciabatta Line Hoagie pile on layers of smoked Italian ham, hard salami, sliced black olives, green bell peppers, white onion, and top with red wine vinegar and oil. Season with salt, pepper and oregano.



00765 Ciabatta Line Bun Solid 2.8oz. 8/6 Ct



00766 Ciabatta Line Bun Sliced Thru 2.8oz. 8/6 Ct



00805 Rosemary Focaccia Ciabatta Line Loaf 16oz. 10/1 Ct

WHITE



00799 3.75" Square Ciabatta Sliced 2.4oz. 5/12 Ct



00804 Focaccia Rosemary Ciabatta Bun 2.8oz. 8/6 Ct



00852 Ciabatta Line Bites 1.6oz. 8/12 Ct



00952 Ciabatta Bites 1.6oz. 8/12 Ct

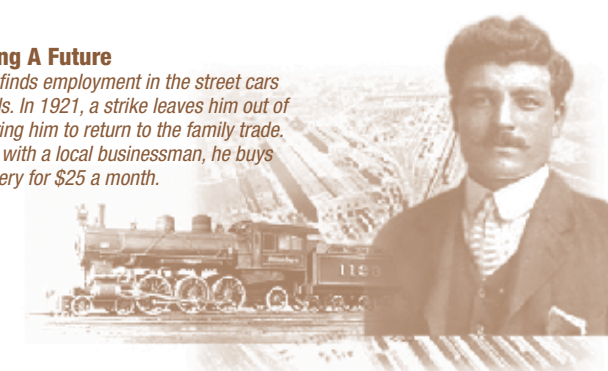


00790 Ciabatta Line Wheat Hoagie Sliced Thru 2.8oz. 9/4 Ct

WHITE

Negotiating A Future

Alessandro finds employment in the street cars and railroads. In 1921, a strike leaves him out of work, inspiring him to return to the family trade. Negotiating with a local businessman, he buys a small bakery for \$25 a month.



WHEAT



00793 Ciabatta Line Wheat Bun Sliced 2.8oz. 8/6 Ct



01236 Sprouted Wheat Ciabatta Hoagie 3.3oz. 9/4 Ct



#00793 / SERVING SUGGESTION



TURKEY WHEAT CIABATTA:

Begin with a unique and delicious sliced Rotella's #00793 Ciabatta Line Wheat Bun. Start by laying a light foundation of field greens, stack with a generous portion of sliced turkey then add summer sliced yellow tomatoes, thinly sliced red onions, and thinly sliced English cucumbers. Use your favorite condiments to top this one off.



Certified Gluten-Free

- > WHITE
- > ANCIENT GRAIN
- > LOAVES
- > BUNS
- > HOAGIES

BREAD

ROLLS

HOAGIES

BUNS

SPECIALTY

CIABATTA

GLUTEN-FREE

WHITE



30001 GF Soft Deli White 15oz. 14-9/16" Slices 12/1 Ct



#30003 / SERVING SUGGESTION

SWISS MUSHROOM:
Rotella's Gluten-Free Hamburger Bun sets a new standard for Gluten-Free burgers. Topped with a juicy beef patty, melty swiss cheese and savory mushrooms, this classic burger combination is perfect for any time of year.



ANCIENT GRAIN



30002 GF Multi Ancient Grain 15oz. 14-9/16" Slices 12/1 Ct



30018
30027



12/1 Ct

30027 GF Homestyle Ancient Grain 15oz. 10-1/2" Slices



#30003 / SERVING SUGGESTION

BACON TOMATO CHEESE BURGER:

Topped with a beef patty, American cheese, crispy bacon, lettuce, tomato, and your favorite condiments, Rotella's Gluten-Free Hamburger Bun adds the finishing touch to this simple, but delicious burger.



BUNS



30003 GF Hamburger Bun 2.7oz. 12/6 Ct



30045 GF Hamburger Bun Indv Wrapped 2.7oz. 24/1 Ct



30004 GF Hotdog Bun 2.4oz. 12/6 Ct

Fourth Generation Rotella's

With sharpened focus on innovation, brothers Louis Rotella III, and John Rotella launched the bakery into the Gluten-Free arena in 2012. Rotella's Gluten-Free offering is synonymous with its high quality in both premium taste and texture.



Bread has been a standard form of food since the most primitive times and has earned the reputation as the "staff of life". Since bread has been a staple product for nearly every culture, for thousands of years, there are a lot of people that take this most basic form of nourishment for granted. Not so for those with celiac disease or non-celiac gluten sensitivity, and not so for the Rotella family. We have firsthand experience with family members that have celiac disease and gluten-related disorders. As such, we became passionate to produce a line of gluten-free breads that would meet the high standards we have used since 1921. The result is a delightful line of gluten-free breads not only worthy of the Rotella name, but bread worthy to remain a staple of life for future generations.


Louis Rotella III


John Rotella

For more information about Rotella's line of Gluten-Free products, please visit rotellabakery.com



Family Values

Rotella's Italian Bakery has grown well beyond our forefather's dream from his 1850 operation—a small brick oven in Italy. What's more astonishing than our growth, however, is how much has remained the same. Industrial mixers have replaced the kneading we once muscled through. And wood-fired ovens are a thing of the past. But we continue to place our family's values at the center of every decision.

The founder's son, Louis Sr., guided the company through decades of expansion. Often using the salutation, "We wish you the very best, from the Rotella family," he lived out that catchphrase, always putting customers' best interests first. He passed down his steadfast commitment to quality and service to his son, Louis Jr., Rotella's current CEO and President. Louis Jr. devoted his career to product innovation and business development, propelling the bakery from a local legend to a national leader.

The same pioneering spirit continues to this day. Other family executives include Louis Jr.'s brother-in-law, Dean Jacobsen, and cousin, James Rotella. Each has two children in the business: Louis Rotella III, John Rotella, Dean Jacobsen Jr., Helena (Jacobsen) Anderson and Rocky and Gina Rotella. The influence of family guarantees a robust sense of purpose. And as we fulfill our vision for growth, we continue to put customers' needs first.



A Century of Pride in Every Slice!

For high volume,
custom family baking,
rely on Rotella's
Italian Bakery Inc...
where old world
skill and experience
are masterfully
blended with
modern high speed
efficiency to create
a product that meets
modern demands...
yet, upholds the long
standing tradition of
quality.



Thank You!



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