

PRESS RELEASE

Made from a Secret Jon Bon Jovi Family Recipe, Bongiovi Pasta Sauces “Are Now Available in Switzerland”

Rheinfelden, May 2019. Italian culinary tradition, a recipe dating from 1890, and the family of a U.S. rock musician – these are the ingredients that go into Bongiovi pasta sauces. Sound delicious? Now Europeans can see for themselves. Previously available only in American supermarkets, Bongiovi sauces have finally made it across the pond.

There’s no shortage of pasta sauces on the market. But when Yvonne Bettinger and Ralph W. Heinzelmann first tried Bongiovi pasta sauce, it was a total revelation. “The sauce tasted so fresh and natural,” Bettinger recalls. “It was like no prepared sauce we tried before.”

No sooner had they licked their plates clean than they turned on their computer to find out more about Bongiovi. They discovered that the company was started by the family of the rock musician John Bongiovi Jr., better known professionally as Jon Bon Jovi. The story fascinated Bettinger and Heinzelmann. Bongiovi sauces are based on an original Italian recipe going back to 1890. “Bongiovi’s story immediately conjured up images of traditional Italian cooking,” Bettinger enthused. “*La mamma* hovering over the stove, the fragrant smell of fresh tomato sauce rising from the pot, the entire *famiglia* assembled at the table.”

It should come as no surprise that Bongiovi sauces contain no artificial flavor enhancers or preservatives. Inspired by the original recipe, the sauces are completely natural. “You can really taste the difference,” Bettinger emphasizes.

To their great dismay, Bettinger and Heinzelmann discovered that Bongiovi sauces weren’t available in Switzerland or anywhere else in Europe. So they decided to make it their mission to bring Bongiovi to Europe’s kitchens. They contacted the U.S. distributor of Bongiovi pasta sauces and quickly came to an agreement. Then they found a manufacturer in Switzerland to make the sauces according to the original recipe.

“We are happy and proud to launch these sauces in Switzerland,” Bettinger says. Like the Bongiovi family in the U.S., Bettinger is also committed to giving back. That’s why her company will donate a portion of the sauce it produces to food banks and other charitable organizations.

For now, Bongiovi pasta sauces are exclusively available at bongiovibrand.ch, though plans for bringing them to organic food stores and supermarkets are already in the works.

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