

# Rosina Foods Launches Rapid Hiring Blitz

## 150 jobs in 60 days to power meatball plant expansion

**Buffalo, NY** – [Rosina Food Products](#), an authentic Italian family business spanning three generations and the nation’s #1 frozen meatball and frozen pasta brand, is launching one of Buffalo’s largest and fastest hiring initiatives in recent history. Over the next 60 days, the company will hire 150 full-time associates, completing its broader effort to bring 200 new associates on board to support its \$30 million meatball plant expansion.

Rosina is doubling the size of its meatball production facility in West Seneca, a project that began earlier this year and is expected to be completed in early 2026. The company’s 60-day hiring push is strategically timed to fuel this expansion and meet surging demand for Italian cuisine, reflecting both Rosina’s rapid momentum and leadership in the Italian Renaissance currently unfolding in American food culture.

“Rosina is growing faster than ever, and there’s never been a better time to join our team,” **said Russell Corigliano, President and CEO at Rosina Food Products.** “We’ve already welcomed a portion of our new associates, and now we’re hiring the remaining 150 as we complete our plant expansion — a huge investment in the Buffalo region and the people who make our success possible. These aren’t just jobs, they’re careers with great benefits, training, and opportunities to grow. We’re excited to welcome new team members and invite Western New Yorkers to be part of this next chapter in Rosina’s story.”

Rosina’s rapid hiring campaign reflects the company’s six-decade legacy of bringing the spirit of Italy to American tables, while also strengthening Buffalo’s workforce and economy.

[Continued >>](#)



#1 frozen meatball and frozen pasta in the U.S.



years in business



800+ employees



100+ frozen Italian specialty products

## Why Work at Rosina Foods:

- Generous healthcare benefits and life insurance
- Paid vacation and sick leave
- Tuition reimbursement and 401(k) plan
- Leadership training through Rosina University
- Career advancement pathways and professional development
- A diverse, inclusive, family-first workplace (employees speak 16 languages)

Candidates are encouraged to apply immediately at [rosina.com/careers](https://rosina.com/careers) or attend **open interviews on Friday, October 10, from 12–4 p.m. at 170 French Road in Cheektowaga** to take advantage of the 60-day hiring window.

## About Rosina

Proudly owned and operated by an authentic Italian family spanning three generations, Rosina brings the spirit of Italy to America’s tables as the #1 frozen meatball and pasta brand in the country. Rooted in original family recipes and crafted with only the finest ingredients, every bite reflects the care and tradition that define the “Rosina Difference.” From its hometown of Buffalo, NY, Rosina’s 800+ team members serve leading retailers, foodservice partners, convenience stores, and top food manufacturers across the globe. At its heart, Rosina is about more than food—it’s about love, family, and the joy of sharing meals that bring people together. Learn more at [www.rosina.com](https://www.rosina.com).

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195,000 sq. ft.  
dedicated to protein  
and pasta production



70 million lbs of  
protein and pasta  
produced annually



Found in 100,000+ retail  
freezers, restaurants,  
military commissaries,  
universities, and  
corporate cafeterias  
around the world