

Rosina Foods Brings Bold Flavor to NACS 2025 with New Roller Grill Innovation

National Italian foods leader makes NACS debut with exclusive first taste of its Rosina Rollers, aimed at bringing fiery energy to roller grills across the country

Buffalo, NY – [Rosina Food Products](#), the family-owned national leader in frozen Italian meatballs and frozen pasta for more than 60 years, is turning up the heat at this year's [National Association of Convenience Stores \(NACS\) Show](#) in Chicago. The company will make its show debut with the introduction of its newest convenience store innovation: **Rosina Rollers** — a long, seasoned meatball served on a bun, crafted to bring bold, craveable flavor to roller grills nationwide.

Visit Rosina at NACS 2025

- **Location:** McCormick Place, Chicago, IL
- **Exhibit Dates:** Oct. 15–16 (10:30 a.m.–5:30 p.m.), Oct. 17 (9:30 a.m.–1:30 p.m.)
- **Booth:** North Building, Hall B, #N2719



Attendees can be among the first to taste Rosina's latest innovation at the action-packed booth, where fiery video walls with blazing flames set the stage for an exclusive first taste of the new Rosina Rollers.

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



62 years in business



800+ employees



100+ frozen Italian specialty products

“Rosina Rollers are a true game-changer for convenience stores,” said **Russell Corigliano, Co-founder and CEO of Rosina Food Products**. “We’ve taken the bold, authentic flavor of our legendary meatballs and created a fun, on-the-go format built for the roller grill — a longtime convenience store powerhouse. Consumers are hungry for new options, and Rosina Rollers deliver big flavor, unbeatable portability, and a fast, convenient Italian eating experience that keeps them coming back for more.”

Designed to bring variety and premium flavor to the roller grill segment, Rosina Rollers offer:

- The authentic flavor of Rosina’s time-honored meatball recipe, seasoned to perfection.
- A design that is roller grill-ready, ideal for consistent rotation, heating, and merchandising.
- A design that is operator friendly, making for easy prep and handling.
- A hot, hearty, and savory option that feels both familiar and new at the same time.

For more than six decades, Rosina has been known as a highly reliable, best-in-class supplier with an unmatched customer service record, earning multiple service awards from the nation’s largest foodservice distributors. The debut of Rosina Rollers — highlighted by its signature “Big Roller” meatball and plans for additional flavors like the Cheeseburger Roller — showcases the company’s ongoing drive to expand and energize the convenience food category.

Rosina invites all NACS attendees to stop by **Booth #N2719** to sample Rosina Rollers, meet the team, and see what’s next for the nation’s most trusted Italian food brand.

For more information about Rosina Foods’ full portfolio, visit www.rosina.com.

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.

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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