

PLA Media Partners with Gina's Skinny Italian to Bring Bold, Low-Carb Italian Flavors to a Wider Audience

Media company and emerging food brand from recording artist/entrepreneur Gina Sicilia to collaborate to bring Gina's Skinny Italian to a wider audience.

NASHVILLE, TN, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- PLA Media, a full-service public relations and media strategy firm, today announced a new collaboration with Gina's Skinny Italian, the innovative low-carb, no-sugar-added Italian food brand founded by acclaimed singer/songwriter and entrepreneur Gina Sicilia. The partnership will leverage PLA Media's extensive network and storytelling expertise to expand awareness of Gina's Skinny Italian's mission: proving that bold, authentic Italian flavor and healthy eating can coexist.

Gina Sicilia launched Gina's Skinny Italian during the COVID-19 pandemic, when her touring career was put on pause. A Blue Élan Records recording artist and Blues Music Award nominee, Gina has released 11 studio albums since her debut in 2007—recorded while she was a broadcast journalism major at Temple University in Philadelphia. Before the pandemic, she toured internationally and opened for



Gina's Skinny Italian Logo



Gina Sicilia in Kroger with her sauce line for Gina's Skinny Italian

celebrated artists including Joe Bonamassa, Kenny Wayne Shepherd, Beth Hart, and Paul Thorn.

What began as a pandemic pivot driven by passion—for Italian food, for wellness, and for the belief that flavor and tradition should never be sacrificed in the name of health—has grown into a beloved brand offering low-carb pasta, creamy sauces, and crave-worthy Italian staples, all free from added sugar and artificial ingredients. Gina's love of language—she is fluent in Italian—infuses the brand's DNA, and she even coined the word Nashvilliano to capture the Nashville-meets-Italian spirit she hopes to weave into a future passion project combining language and cooking.

Since launching on Amazon in August 2025, Gina's Skinny Italian has sold in all 50 states plus Puerto Rico, building a growing base of recurring customers nationwide who return for the brand's low-carb pasta. Locally in Middle Tennessee, products are available at all four Turnip Truck Market locations, select Publix stores, Sperry's Mercantile in Bellevue and Belle Meade, and beloved neighborhood spots like Roy Meat Service in East Nashville. Available in select Middle Tennessee Kroger stores on June 24, 2026, Gina's Skinny Italian will be featured on end caps throughout every participating store for the first few months. For a small brand, that is an incredible opportunity. End caps are some of the most visible real estate in a grocery store, giving customers a chance to discover products they might not otherwise encounter — and a real vote of confidence in what Gina's Skinny Italian is bringing to the shelf.

"I'm thrilled to be partnered with PLA Media to celebrate the expansion of my Gina's Skinny Italian better-for-you line of Italian products in retail and online," says Gina Sicilia. "The best is yet to come on this exciting journey."



Gina Sicilia Promo Photo



Gina Skinny Italian Poster Image Kroger Locations 2026

Through this collaboration, PLA Media will support Gina's Skinny Italian with targeted media outreach, brand storytelling, influencer strategy, and press campaign development designed to reach health-conscious consumers, low-carb lifestyle communities, and food media nationwide. The partnership reflects PLA Media's commitment to championing passionate, independent entrepreneurs whose brands are built on authenticity and purpose.

"PLA is delighted to represent Gina and her line of fine Italian food products," says PLA Media Founder/CEO Pamela Lewis. "We look forward to telling her story of entrepreneurship, verve, and creative spirit!"

Gina's Italian Cuisine products are available at ginaitalian.com and on Amazon. Follow the brand on Instagram and Facebook at @ginasitaliancuisine

ABOUT GINA'S SKINNY ITALIAN

Founded by singer/songwriter, recording artist, and entrepreneur Gina Sicilia, Gina's Italian Cuisine is a better-for-you Italian food brand offering low-carb, no-sugar-added pasta, sauces, and more. A Blue Élan Records artist, Blues Music Award nominee, and 11-album veteran who has opened for Joe Bonamassa, Kenny Wayne Shepherd, Beth Hart, and Paul Thorn, Gina channeled her love of Italian culture, food, and language into a brand built on a simple promise: authentic Italian flavor that never tastes like a compromise. Available online at ginaitalian.com, on Amazon, and at select retailers throughout Middle Tennessee.

ABOUT PLA MEDIA

PLA Media is a full-service public relations and media strategy firm dedicated to helping passionate brands and entrepreneurs tell their stories, grow their audiences, and make meaningful connections. With expertise spanning earned media, influencer partnerships, and brand communications, PLA Media works with clients across food & beverage, lifestyle, and entertainment industries.

Matt Bjorke

PLA Media

+1 615-815-9424

matt.bjorke@plamedia.com



Gina Skinny Italian jars of sauce Kroger 2026

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.