# Cestari Features SpiceItUp! as Kitchen Partner in Chicken Fra Diavolo Issue

*November 02, 2026*

LITTLETON, MA - November 02, 2026 -
Cestari has spotlighted condiment maker SpiceItUp! as the Kitchen Partner in the October 13 issue of its home-cooking newsletter, centering the feature on a pasta dish built from an unexpected pantry item. In the issue, home cook Susan Anne MacDowell demonstrates how a bottle of Bloody Mary mix purchased for cocktails can instead anchor a weeknight dinner sauce.

The featured dish is an easy chicken fra diavolo recipe that uses SpiceItUp! Bloody Jalapeno Bloody Mary Mix as the base of a spicy tomato sauce. MacDowell rounds out the sauce with fire-roasted tomatoes, garlic, oregano and white wine, then serves it over penne, selected so chunks of chicken rest inside the pasta rather than slipping off. The approach lets cooks dial the heat up or down to suit the whole family, with crushed red pepper available for those who want more intensity.

Beyond the recipe, the issue examined the different forms heat can take in the kitchen. It walked readers through chiles, mustard, horseradish, ginger and black pepper, explaining how each delivers a distinct kind of spice and how home cooks can choose among them for a given dish. The guidance reflects the editorial focus of Cestari TableTalk, which pairs recipes with the techniques and context behind them.

As part of the Kitchen Partner feature, SpiceItUp! offered five readers a chance to win its full line of five products. The giveaway accompanied the recipe and heat-focused material in the same issue.

"The idea behind this feature was simple," said Susan MacDowell, newsletter host at Cestari. "A bottle meant for weekend cocktails already has the tomato, the spice and the acidity a good fra diavolo needs. Starting there means a family can have a real dinner on the table on a busy weeknight without a long ingredient list."

MacDowell added that understanding heat is part of the lesson. "Spice is not one single thing," she said. "The warmth from ginger is nothing like the bite of horseradish or the slow build of black pepper. When readers understand those differences, they cook with more confidence and adjust dishes to their own table."

The fra diavolo feature joins a broader library of weeknight pasta recipe videos produced by Cestari, which maintains a YouTube channel focused on family cooking, kitchen essentials and time-saving techniques. The accompanying video walks viewers through each step, from starting the pasta water to finishing the sauce with reserved pasta water for a silky texture, with Pecorino Romano and fresh parsley added at the table.

Cestari Kitchen specializes in kitchen tools designed to make cooking and food preparation easier, offering a range of products through its online catalog, each backed by a lifetime guarantee. The company also maintains a blog and a news room covering product updates and developments across the kitchenware industry. Through Cestari TableTalk, the company shares recipes, techniques, community stories and video guidance with home cooks aiming to deepen family connections around the kitchen table.

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**Cestari**

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