



PRESS RELEASE – Award, New Products Mark Three Terrific Years In Business for The Gracious Gourmet

January 9, 2010

While 2009 proved to be a breakthrough year for The Gracious Gourmet, 2010 promises even greater possibilities with new products and expanded distribution throughout the United States. The all-natural gourmet condiment producer, which marked its third year in business in November 2009, enjoyed fantastic growth and recognition in the past year and now offers a line of gourmet condiments that includes 16 inventive and easy-to-use chutneys, pestos, grilling sauces, spreads and tapenades.

Four new products joined the company's lineup in June, including the award-winning Dilled Carrot Tapenade. The Dilled Carrot Tomato Tapenade was selected as a Silver Finalist for Outstanding New Product in the 2009 sofi Awards from the National Association for the Specialty Food Trade, Inc. (NASFT). The sofi Awards recognize excellence in specialty food and beverages and are a coveted industry honor. "sofi" stands for Specialty Outstanding Food Innovation. The Dilled Carrot Tomato Tapenade was one of the 128 Silver Finalists selected by a national panel of specialty food experts from 1,997 contenders across 33 categories.

"We were thrilled that the judges picked our Dilled Carrot Tomato Tapenade," said Nancy Wekselbaum, founder of The Gracious Gourmet. "Just being a finalist is great recognition." Wekselbaum, a passionate lover of food and cooking, started The Gracious Gourmet in November 2006 after a friend encouraged her to sell the chutney she was making at home.

The four most recent additions to the line are:

- **TROPICAL FRUIT SPREAD:** Small pieces of pineapple, mango and papaya are combined in a base of passion fruit puree and coconut milk and complemented with cilantro and a whiff of cayenne pepper to serve with everything from fish to desserts.
- **DILLED CARROT TOMATO TAPENADE:** The fresh taste of dill combined with shredded carrots and diced tomatoes — and enhanced with a sparkle of orange — makes this unusual tapenade a perfect accompaniment to all types of meats, chicken and fish. It also works well with salads, pasta and risotto. Delicious on a simple plate of sliced mozzarella or goat cheese or added to a simple lemon and olive oil salad dressing.
- **SWEET TOMATO GRILLING SAUCE:** Combining tomato, spices, soy sauce and

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chunky bits of garlic and onion, this is the perfect sauce for grilled meats, poultry and shellfish. Creative other uses include using it as a dip for chips or veggies, folding it into a cheese omelet or as a sauce for shrimp, crab oysters and clams. Its wide number of applications make the sauce universally loved by all who are looking for and appreciate a sophisticated alternative to the multitude of ordinary grilling sauces on the super market shelves.

• **SPICY TOMATO GRILLING SAUCE:** This is the graciously SPICY version of the Sweet Tomato Grilling Sauce, made so with the addition of smoky chipotle chile powder. The uses are identical to the above.

For more information on the products, to find recipes or located retailers who carry The Gracious Gourmet line, visit the Website at <http://www.thegraciousgourmet.com>. You can also connect with the company on Facebook (www.facebook.com/thegraciousgourmet) and Twitter (www.twitter.com/graciousgourmet).

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