



PRESS RELEASE –The Gracious Gourmet Embraces Social Media Connections
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The Gracious Gourmet, a Connecticut-based producer of all-natural gourmet condiments now connects with fans and foodies on the social networking sites Facebook and Twitter.

Visitors to the Facebook site (www.facebook.com/thegraciousgourmet) will find a comprehensive collection of product information and recipes, as well as a way to connect with the nearly 70 retailers who have Facebook pages and also sell The Gracious Gourmet product line. On the Facebook page, fans will find updates on company events, new products, seasonal recipes and entertaining suggestions. Facebook also provides a forum for foodies to share information and their passion for good food.

The new Twitter account (www.twitter.com/graciousgourmet) provides small news bites about The Gracious Gourmet and its products, as well as pairing suggestions and recipes.

Owner Nancy Wekselbaum looks forward to using both of the sites to interact with retailers and consumers, making it possible to get instant feedback on products and recipes. “It’s really exciting to be able to connect with fans of The Gracious Gourmet products on such an immediate level,” she says.

The social media sites fit the goal of the product line, which is to help anyone who loves good food become The Gracious Gourmet without the fuss required to prepare it from scratch. The product line has garnered numerous awards in the three years since Wekselbaum founded the company. In 2009, the company’s Dilled Tomato Carrot Tapenade was named a Silver Finalist by the NASFT in the 2009 Outstanding New Product Category. Available products include grilling sauces, tapenades, pestos, spreads and chutneys.

The Gracious Gourmet products are sold in specialty gourmet markets, gift stores, cheese shops, wineries, cooking schools and in gift baskets.

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For further information contact:

Nancy Wekselbaum at 860.350.1213 or nancyw@thegraciousgourmet.com
www.thegraciousgourmet.com

