



The Scrumptious Pantry

FOR IMMEDIATE RELEASE

The Scrumptious Pantry: Taking the Farmer's Market to Packaged Food and onto the Retail Shelves

Rye, NY (06/17/2010) – Consumers have been embracing the concept of “From Farm To Table.” Growth rates of Farmer’s Markets, rising interest in Community Supported Agriculture (CSA) and increased user count of online databases such as localharvest.org speak for themselves. We eat every day to nourish our bodies - in times in which oversized industrial food production means more of a scare than a benefit – consumers increasingly want to know who grew their food and how.

The Scrumptious Pantry is responding to consumers’ concerns and demands for transparency in our food chain. It raises the concept of “know your farmer” to the next level: to packaged goods and onto the retail shelves. A unique branding concept allows the individual farmers to take centerstage on the packaging of the food they have grown: under the umbrella brand “The Scrumptious Pantry” and a joint packaging design, every farmer presents his foods with his portrait prominently displayed on the front label. In addition, the farmers take an active part in the life of the brand: they share their favorite recipes on The Scrumptious Pantry’s website www.scrumptiouspantry.com, report from their farms in the bi-monthly newsletter supplied to the Point of Sale and are always happy to welcome consumers to their farms for a visit.

All the farmers selling through The Scrumptious Pantry are dedicated to sustainable farming practices and transform only their best crop using traditional small-batch production methods. “This new brand concept benefits consumers, retailers and farmers,” explains Lee Greene (35), Owner of The Scrumptious Pantry. “Consumers benefit from a new level of transparency in the retail environment. Retailers have access to unique products that allow for high levels of differentiation. Farmers can enjoy the benefits of diversifying into packaged goods without having to build an individual marketing & sales organization.”

About The Scrumptious Pantry

The Scrumptious Pantry is “Real Food from Real People.” All of our food items are made in small batches that come from family farms that embrace the traditional philosophies of farming and the importance of growing crops as safely as possible through natural means. In the kitchen traditional artisan techniques are followed to create culinary treasures that do not include any additives, fillers or preservatives – only estate-grown ingredients, passion and the belief that food is nourishment for the body and soul. Each product proudly displays the farmer whose name it carries to show they stand behind what they grow and make. From our farms to your table we pledge to provide a difference you can taste. Visit www.scrumptiouspantry.com to find a store near you or order online at www.piazzaitalianmarket.com.

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