



The Scrumptious Pantry

FOR IMMEDIATE RELEASE

The Scrumptious Pantry: A New Brand Concept Exclusive to Independent Retailers

Rye, NY (06/17/2010) – The U.S. is in a huge crisis over nutrition and eating habits. Quality-focused independent retailers have always been at the forefront of the food revolution, guiding the consumer to make educated choices about Real Food From Real People.

The Scrumptious Pantry is very excited to exclusively partner with independent retailers in bringing The Scrumptious Pantry products to the consumer. The company offers its retail partners access to an unique brand concept: a Farmer's Market for packaged food and the retail environment. Small, quality driven retailers are given easy access to exclusive products from small, quality driven farms, allowing for further differentiation of their offering and a coordinated cross-marketing effort.

The Scrumptious Pantry supports their retail partners through sample programs, shelftalkers, newsletters, recipes and other POS materials, which are designed to educate the consumer about sustainable production methods and easy-to-prepare recipes.

The Scrumptious Pantry can be found in independent retailers coast to coast, such as (Charlie) Trotter's To Go in Chicago, West Point Market in Akron, Ohio, and Artisan Cheese Gallery in Studio City (greater Los Angeles), as well as online at www.piazzaitalianmarket.com and www.louisineus.com.

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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