



**The Scrumptious Pantry**

**FOR IMMEDIATE RELEASE**

## **An Interview with Lee Greene, Owner, The Scrumptious Pantry**

### **When, how and why did you start The Scrumptious Pantry?**

After business school, in 2006, I went to Tuscany to manage a small, biodynamic vineyard. Two years later, I developed the idea for The Scrumptious Pantry because I was frustrated as a small farmer, having to compete on markets on which the big player defined the rules – without us. The same time, I was frustrated as a consumer not being able to identify the origin of the food offered in the stores and not being able to tell industrial organics apart from real food from real people. We needed a system that allowed Farmer's to tell their stories and explain why their food is superior. And we needed a system that consumers were able to trust, a transparent system that allowed us to know how grows our food.

### **What makes The Scrumptious Pantry different from other food brands?**

Two things. Firstly, every product comes from one farm. The farmers grow the crop and control the production chain. Our pasta for example is supplied by Carlo, a Tuscan farmer who grows his biodynamic grain and then has his grain, and only his grain, transformed into pasta using traditional artisan methods. Secondly - and this is a result from our focus on estate-grown foods - the products are unique in expressing their terroir: the microclimate and soil conditions of the farmland, the food culture of the region and the tradition of the family. "Terroir" is a French term used in the wine trade to express the unique personality of single-estate wines. It is time we empower our food and think of it in the same terms.

### **Why do you partner with small producers under one brand name?**

It's so much hard work to tend to your fields and crops and make a quality product. And it is even harder to sell if you are a small farm. It takes marketing and sales expertise, huge logistical know-how. Worst of all, it takes time! Few farmer have the resources or time for that. So, the easiest way for them is to sell bulk, but then why did you put all the hard work into creating a superior product when it ends up with all the other stuff? Plus, I believe it is a waste of valuable resources locking great farmers up in an office. They love growing food. That is what they excel at. I knew the answer was in creating a value-driven brand, uniting farmers in one marketing & distribution system.

### **How do you find the producers?**

I rely on my personal network of farmer friends when I need to find new producers. The movement of local and organic food in the US has been growing at such a rapid pace, it is exciting to meet all these great farmers and activists working for change.

The bigger challenge has been finding small co-packers or commercial kitchens for our US farmers to use in the production process. Simply said: there is not much support out there for

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small farmers. It took a long time finding these facilities. And as with the farmers, these facilities are managed by inspiring personalities driven by the desire to change the way this nation nourishes itself. It is such an inspirational and creative environment.

**How do you differentiate The Scrumptious Pantry in such a large market?**

The Scrumptious Pantry is all about giving food a face, transporting the idea of a Farmer's Market into the retail environment. Consumers want to know who grows their food, the growth rates of Farmer's Markets and Community Supported Agriculture (CSA) leaves no doubt about that. The Scrumptious Pantry takes the step to ensure you even know who farmed your sauce or salsa, when you are shopping for dinner at 11pm on a Wednesday. Each product displays a photo or the farmer whose name it carries to show they stand behind what they grow and make.

**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](http://www.scrumptiouspantry.com) to find a store near you or order online at [www.piazzaitalianmarket.com](http://www.piazzaitalianmarket.com).

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