



The Scrumptious Pantry

## Capturing the Taste of the Midwest in a bottle – The Scrumptious Pantry launches Wisconsin-farmed product line at FamilyFarmed Expo

*(Chicago, March 24, 2011)* – Three farmers, two products, one flexible co-packer, a database with historic recipes and the vision to create a line of food with a sense of place – those are the ingredients of the new Wisconsin-farmed products in The Scrumptious Pantry, launched last week at the FamilyFarmed Expo in Chicago: an Heirloom Tomato Sauce with Beef and a Cranberry Catsup.

A little over a year ago, The Scrumptious Pantry's founder, Lee Greene (36), arrived in Chicago with the objective to launch a line of Midwestern, family-farmed packaged food products to complement her line of family-farmed products from Italy. Greene had lived in Italy for five years, and was inspired by the strong regional food culture she experienced there. "I want to capture the great taste and diverse regional culinary heritage of the US in jars, boxes and cans", states Greene, "the ingredients are sourced from organic or sustainable small family-farms and the recipes are developed in close collaboration." Terroir in wine is an established concept, Greene now captures it in what are perceived commodity foods.

The Heirloom Tomato Sauce with Beef is inspired by the flavors of a classic Midwestern beef stew. "The ingredients are from Wisconsin: Happy Valley Farm's Tomatoes and Dietzler Farm beef. It was important to us to bring out the culinary heritage in the taste of the sauce, as well", so Greene, who scavenged historic recipe books from 1750 to 1901 for several months, before embarking on a long series of test batches.

Reading those historic cookbooks also triggered the inspiration for the Cranberry Catsup. "Wisconsin is the major producer of Cranberries, so I knew I wanted to work with those," explains Greene. The historic cookbooks were not only full of catsup recipes, but also condiments such as tomato-cranberry jam. These finds, and Greene's background in the wine industry, lead to the new Catsup, naturally high in acidity. "Consumer's palates are growing up. We have wine & food pairings, beer & food pairings, but when it comes to condiments, it's always the same dense, sweet ketchup. Our Cranberry Catsup is fine tuned to be an heavenly match with succulent pork, especially sausages or bacon."

The two Midwestern farmed products are joined by another terroir driven US farmed product, albeit from California: an organic Extra Virgin Olive Oil from a small olive grove north of Sacramento. Another six products are going to be launched at the end of this growing season. In Illinois, the products are available to retailers and restaurants through JDY Gourmet and in all other States directly from The Scrumptious Pantry.

### **About The Scrumptious Pantry**

The Scrumptious Pantry, a brand of Faithful To Foods, Inc., is "Real Food from Real People." All of our food items are made in small batches that come from family farms that embrace the importance of growing crops through natural means. In the kitchen traditional artisan techniques are followed to create culinary treasures that do not include any additives, fillers or preservatives. 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. [www.scrumptiouspantry.com](http://www.scrumptiouspantry.com)

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