



The Scrumptious Pantry

FOR IMMEDIATE RELEASE

The Scrumptious Pantry: A brand celebrates heirloom foods and sustainable family farms

Rye, NY (January 15, 2012) – Consumers have been embracing the concept of “From Farm To Table.” Farmer’s Markets are popping up all over the country, large retail chains proudly embrace local sourcing initiatives and ever more consumers are receiving a weekly box of grocery as part of their Community Supported Agriculture (CSA) shares. We eat every day to nourish our bodies – in times in which oversized industrial food production is more a scare than a benefit, consumers want to reconnect with their food and its story.

The Scrumptious Pantry is responding to consumers’ demands for transparency in our food chain and the increasing interest in authenticity. It raises the concept of “know your farmer” to the next level: to packaged goods and onto the retail shelves.

“We collaborate with sustainable family farms in the Midwest, California and Italy to make our foods”, explains Lee Greene, Founder of The Scrumptious Pantry. “We take these hand-grown ingredients and transform them in small batches, using recipes that are deeply rooted in the culinary heritage of the region. To achieve this, we use regional heirloom vegetables, flavors or processes.” A recent product launch is the Heirloom Pickle Beaver Dam Pepper – The Scrumptious Pantry teamed up with two farmers close to Beaver Dam, Wisconsin to grow this heirloom vegetable and then pickled it to celebrate the traditions of the Midwest. The brining spices pay homage to the Hungarian immigrants who brought this varietal to Wisconsin in 1913.

In a unique branding approach, The Scrumptious Pantry then pictures the farmer who grew the main ingredients of the product on the label. Meet John from Stone Circle Farm, proudly holding the Beaver Dam Pepper into the camera. Meet Kevin & Michelle, who The Scrumptious Pantry has brought together to make a pasta sauce inspired by the historic recipes of Midwestern beefstew. To learn more about the farmers behind The Scrumptious Pantry, consumers are invited to visit the website, where they can find extensive information on the farms and their growing practices.

“Our brand concept benefits consumers, retailers and farmers,” explains Greene “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.”

For more information or photos pls. contact:

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About The Scrumptious Pantry

Small Farms. Big Taste! The Scrumptious Pantry, a brand of Faithful To Foods, Inc., works with sustainable family farms in the Midwest and beyond to bring to the table food products that are deeply rooted in the culinary heritage of the respective region. Hand-grown ingredients are transformed in small batches using recipes that focus on the authentic flavors of the ingredients. No fillers, preservatives or chemical additives. Just Food the way it is supposed to taste. www.scrumptiouspantry.com