

As seen in Fancy Food & Culinary Products

June 09

JUNE 2009

FANCY FOOD

& CULINARY PRODUCTS

THE GOURMET PRODUCTS MAGAZINE FOR RETAILERS

Savings LLC

Wisconsin Milk Marketing Board

Pepper Creek Farms

The Monopoli Cheese Shop Factory Inc.

Serra Barkers Design Studio

CHEESE & CHARCUTERIE	16
SOPHISTICATED CRISPS	20
SANDWICH SAVERS	24



In 1975, **Les Trois Petits Cochons**, (800/LES-PATES or www.3pigs.com) or Three Little Pigs, opened as a small charcuterie in New York City's Greenwich Village. The shop's founders, Alain Sinturel and Jean Pierre Pradié, quickly became known for their pâtés and other French specialties.

a crusty baguette or plain crackers, cornichons, and a bottle of wine or Champagne. Retailers can merchandise the pâtés with these products or advise customers to serve them as simply or as elegantly they wish.

Les Trois Petits Cochons, which translates to Three Little Pigs (800/LES-PATES), started in 1975 as a small charcuterie in the heart of New York City's Greenwich Village, where founders Alain Sinturel and Jean Pierre Pradié cooked and offered pâtés and other French specialties to neighborhood customers. The business has since grown to a national consumer base and a steady business making pâtés for restaurants, says Elodie Jouannel, marketing manager. Now located in Wilkes-Barre, Pennsylvania, Le Trois Petits Cochons uses high-quality, all-natural ingredients to craft small handmade batches of pâtés and specialty sausages. Their line of fully cooked sausages

includes Saucisson à l'Ail, a tender garlic sausage made with a hint of white wine, and Saucisson Sec, a pork sausage naturally air-dried and made from a traditional recipe from the mountains of France.

The newest sausages in the line are all-natural and made without preservatives; they come in retail and bulk sizes in exciting new flavors.

Highlighting specialty meats and cheeses is perfectly timed for summer picnics and grilling gatherings. Merchandise melons with prosciutto, artisanal breads and rolls near sausages, fine crackers and conserves near cheese and all kinds of picnic and grilling accessories. In-store demos are also easy because of the slice-and-serve nature of these deli items. You can even put together picnic-ready packs paired with wines or sparkling water that make it easy for shoppers to grab something elegant and hit the local scenic spot or art event. ©