



FOR IMMEDIATE RELEASE
June 11, 2012

Media Contact: Ellen Siegel
202.636.5698 ext.810

**FERMIN TO UNVEIL NEW CURED CHORIZO AT 58TH ANNUAL
NASFT SUMMER FANCY FOOD SHOW – BOOTH 3111**

*All-Star Top Chef Line Up to Demo Products with Wine Pairings:
Award Winning Chef Scott Drewno of Wolfgang Puck's The Source, James Beard
Award Winner Chef Jeffery Buben of Vidalia and Bistro Bis, and Chef Ramon Martinez
of José André's famed Jaleo to Showcase Signature Recipes*

(Washington, DC) June 11, 2012 - Fermín USA, Importer of Spain's highly prized Ibérico de Bellota announced it will introduce its new cured Ibérico Chorizo at the Summer [Fancy Food Show](#) at the Walter E. Washington Convention Center Sunday, June 17 through Tuesday, June 19, 2012. Attendees are invited to stop by **Booth #3111** to taste Fermín's award winning products including its Sofi™ Silver award winning Ibérico de Bellota Smoked Panceta, the legendary Jamon Ibérico and the much anticipated new cured Ibérico Chorizo.

Attendees are also invited to Fermin cooking demonstrations by Washington's top chefs to be accompanied by wine pairings provided by high-end estate winery, [Domaine Serene Exquisite Wines of Oregon](#). Attendees will have the pleasure of sampling these sumptuous products properly - in their most luxurious manner prepared by top chefs and paired with unforgettable wines.

"Using Ibérico makes ordinary recipes extraordinary, as the chefs will demonstrate" says Raul Martín, the company's representative from Spain, who will be available for interviews at the show. "The chefs will showcase the product's flexibility and universal appeal featuring cuisines from the spirit of Spain, American southern soul, and contemporary fusion. Together, with great wine, this is really going to be a treat." continues Martín. "Fermín's appearance at the Summer Fancy Food Show comes on the heels of our Ibérico de Bellota Smoked Panceta just being

honored with a 2012 Sofi™ Silver Award and the unveiling of our new Ibérico Chorizo product, which makes this a very exciting time for our company.” Fermin has also garnered other top honors including the 2011 SOFI™ Gold, and the 2011 NRA Most Innovative Product Award.

Chef Demonstrations:

Sunday, June 17th 1:00 p.m. - 3:00 p.m.

Chef Ramon Martinez of [José Andrés famed Jaleo Restaurant](#) will prepare:

Seared Acorn Pork Ibérico Loin with Smoked Panceta Sauce & Cured Loin of Ibérico

Monday, June 18th 1:00 p.m. - 3:00 p.m.

Chef Jeffrey Buben of Washington’s prestigious [Vidalia & Bisto Bis Restaurants](#) will dish out true southern hospitality with Spanish Ibérico as he prepares:

Barbecued Spiced Pluma

With Sweet Corn Pudding & Smoked Panceta-Cherry Ravigote (broken Vinaigrette)

Tuesday, June 19th 1:00 p.m – 3:00 p.m

Chef Scott Drewno of [Wolfgang Puck’s The Source - Asian Fusion Restaurant](#), the Restaurant Association of Metropolitan Washington’s (RAMW) 2010 “Chef of the Year” and 2011 “Fine Dining Restaurant of the Year Winner” will prepare:

Chili Garlic Gulf Shrimp with Blistered Corn and Panceta

About Fermín: Fermín is a family-owned company located in the picturesque village of La Alberca, just south of Salamanca, Spain. Since 1956, when patriarch Fermín Martín founded the company, the Martín family has been raising and slaughtering pigs to produce the highest quality heritage jamón (hams), embutidos (sausages), and raw pork products that epitomize the best of Spanish artisanal cuisine. Fermín, a leader in Ibérico husbandry and the first producer from Spain to receive USDA approval, has worked for decades with the same regional farms, still hand-cutting every item with old-world craftsmanship that takes years to acquire.

Contact: To schedule an interview regarding [Fermín](#) or to learn more about the chef’s recipes using Fermín’s award winning products, contact ellen@wagshals.com of Wagshal’s Imports, Fermín USA’s import partner at 202.363.5698 ext.810. www.wagshalsimports.com

###