



FOR IMMEDIATE RELEASE
December 27, 2012

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***Season Four Winner of BRAVO'S Top Chef Masters,
Chef Chris Cosentino, Teams Up With Award-Winning Fermín
Top Chef Cooking Demos in Booth #4721 at Fancy Food Show-San Francisco***

NEW YORK CITY, N.Y.—Fermín, the sofi™ award-winning Spanish importer of artisanal Ibérico and Ibérico de Bellota cured and raw pork products, announced today that Chef Chris Cosentino will host cooking demonstrations January 20 and 21, 2013 from 1 p.m. to 3 p.m. at **booth #4721** during the [2013 Winter Fancy Food Show](#).

Chef Cosentino has been notably featured on the Food Network in the *Next Iron Chef America* and *Chef vs. City*, and most recently became the season four winner of [BRAVO'S Top Chef Masters](#) winning over \$140,000 for the Michael J. Fox foundation for Parkinson's research. Also known as @OffalChris, Cosentino has gained international acclaim as a leading expert and proponent of offal cookery and currently runs three highly acclaimed restaurants: [Incanto](#) and Bocalone in San Francisco and PIGG in Los Angeles.

“Chris is so passionate about Fermín Ibérico. He made a special trip to our farm in Spain,” says Raul Martin, Fermín import manager. “I truly believe he has the Dehesa—the land where the Ibérico pigs roam freely—is in his soul, which he translates into culinary excellence.” The cooking demonstrations at the Fancy Food Show will feature Cosentino's signature recipe [Grilled Ibérico Lomo with Citron Caper Salsa](#), along with other Ibérico award-winning products.

Fermín's prize-winning Jamón Ibérico comes from purebred Ibérico pigs, the last free-ranging hogs in Europe that graze on government-protected land in western Spain known as the Dehesa. Ibérico and Ibérico de Bellota cured and raw cuts come from the same breed but differ in that

Ibérico de Bellota hogs feed exclusively on acorns (bellota) towards the end of their fattening period resulting in a buttery, nutty flavor profile in the meat. This natural diet of acorns and herbs is not only responsible for its incredible taste but also results in a meat rich in high levels of monounsaturated fat, which has been linked to heart-healthy benefits.

Fermín Ibérico and Ibérico de Bellota product lines include cured products, such as the widely recognized Jamón and Chorizo, and raw cuts such as the sofi™ award-winning smoked panceta. For information regarding the cured product line, visit ferminiberico.com. For the raw product line, visit Fermín's American import partner, Wagshal's Imports at wagshalsimports.com.

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About Fermín:

Since 1956, Fermín has been a leader of Ibérico and Ibérico de Bellota pork husbandry and was the first producer from Spain to receive USDA approval to bring cured jamón and sausages to the US in 2007. In 2009, Fermín partnered with Wagshal's Imports to introduce its raw products to the US. Since then, Fermín has received top industry honors including the 2011 National Restaurant Association's Most Innovative Product Award and the highly coveted sofi™ Gold Awards for two consecutive years: in 2011, for its dry-cured ham and in 2012, for its smoked panceta, a product from the raw line.

About Wagshal's Imports:

Serving the Washington, DC community since 1925, Wagshal's Family of Fine Foods is a DC landmark garnering both local and national recognition for its uncompromising level of old-world personalized service and top quality. Known for its array of prepared foods, sandwiches, boutique wines, butcher shop, and hard-to-find items, Wagshal's Delicatessen and Market are a relied-upon source for food-industry media and a regular destination for local chefs, embassy chefs, and culinary icons. Wagshal's Import division now brings to America the sofi™ award-winning Ibérico de Bellota products from Spain. Look for Wagshal's Mercado style market and café to open early 2013 at 3201 New Mexico Avenue NW, Washington, DC.

About Chris Cosentino:

Chris Cosentino, aka @OffalChris, is a graduate of the culinary program at Johnson & Wales University and went on to build his résumé at Red Sage in Washington, D.C. and Rubicon, Chez

Panisse, Belon, and Redwood Park in the San Francisco Bay Area. Cosentino took his first executive chef position at Incanto in 2002 where his inspired and innovative interpretations of rustic Italian fare promptly earned the restaurant its first 3-star review from the San Francisco Chronicle. In addition to serving as Incanto's executive chef, Cosentino is also a co-creator of Boccalone artisanal salumeria and has gained international acclaim as a leading expert and proponent of offal cookery. Cosentino has been notably featured on the Food Network in the Next Iron Chef America and Chefs vs. City and has penned several articles firsthand for national publications including Mountain Biking Magazine, Jamie Oliver, and the cult-favorite comic Wolverine. 2012 saw the debut of Cosentino's first cookbook "Beginnings: My Way to Start a Meal" from Weldon Owen/Williams-Sonoma publishing and PIGG, a pork concept at UMAMicatessen in collaboration with SBE Entertainment in Los Angeles. Cosentino is the season four winner of BRAVO's "Top Chef Masters" series winning over \$140,000 for the Michael J. Fox foundation for Parkinson's research.