



REQUEST FOR COVERAGE

STOP BY BOOTH #7754 NORTH HALL AT THE 2012 NRA SHOW FOR FERMÍN IBÉRICO COOKING DEMONSTRATIONS BY CHEF CORY MORRIS AND MEET THE PRODUCER FROM SPAIN

Cory Morris, Chef de Cuisine for Iron Chef Jose Garces of Chicago's Award Winning Mercat a la Planxa Restaurant and Raul Martin of Spain's Fermín Family Will Be Available For Interviews and Taste-Testing!

- WHO:** Spain's award winning original artisanal Ibérico pork exporter is traveling to Chicago for the 2012 NRA Show. Guest Chef Cory Morris will be onsite to give attendees a taste of this award winning product. Raul Martin will speak in behalf of the producer in Spain.
- WHAT:** Chef Morris will prepare a signature dish: Nora Chili marinated Fermín Pluma Ibérico de Bellota with French Feta and Smoked Corn Escabèche during the 2012 NRA Show Demonstrations. Additionally, Morris was selected to participate in the Food Arts BBQ Party and has chosen to use Fermín Pluma Ibérico de Bellota.
- WHEN:** Fermín Demonstration by Chef Morris
Saturday, May 5th 12:00 p.m. – 3:00 p.m.
- Fermín Demonstration by Chef Morris
Sunday, May 6th 10:00 a.m. – 12:00 p.m.
- Fermín Demonstration by Chef Morris
Monday, May 7th 12:00 p.m. – 3:00 p.m.
- ALSO:** Food Arts BBQ Party – Chef Morris will participate using Fermín Ibérico Pluma
- Sunday, May 6th 4:00 p.m. – 7:00 p.m.
- IFEC Cocktail Party Sponsored by Fermín
Monday, May 7th 4:30 p.m. – 7:00 p.m.

-More-

WHERE: NRA Show Exhibit and Demonstrations
McCormick Place
Convention Center
2301 S. Lake Shore Drive
Chicago, IL 60616

Food Arts BBQ Party
Navy Pier
600 East Grand Avenue
Chicago, IL 60611

IFEC Cocktail Party
Tavernita Chicago
151 W. Erie Street
Chicago, IL 60654

MORE: Fermín, located just north of picturesque Salamanca in Spain, began as a family operation in 1956 with the mission of creating the highest quality dry-cured sausages, ham, and raw pork products available. Fifty-six years later, the tradition continues with production of their award-winning artisanal Ibérico de Bellota pork products produced exclusively from the legendary purebred Ibérico pig. Fermín was Spain's first producer and exporter of Ibérico de Bellota to obtain USDA approval. Fermín is the recipient of the 2011 National Restaurant Association Product Innovation Award, the NASFT 2011 sofi™ Gold Award and was just honored with the current 2012 NASFT sofi™ Silver Award.

For more information about Fermín's products, contact Wagshal's Imports, Fermín's American import partner, at 202-595-3505 or online through www.wagshalsimports.com.

For Further information about Chef Cory Morris visit [Chicago's Mercat a la Planxa](#)

CONTACT: To schedule an interview, please contact
Mallory Jensen, bigInk PR, 214-485-7301, Mallory@biginkpr.com
While in Chicago 214-435-5738
OR
Ellen Siegel, Wagshal's Family of Fine Foods, Ellen@wagshals.com
While in Chicago 240-388-0500

**ALL MEDIA MUST BE REGISTERED IN ADVANCE TO ATTEND THE NRA SHOW &
INTERVIEWS ARE AVAILABLE UPON REQUEST**