



## **Fermin USA Announces Long-Awaited Arrival of the Prized Jamón Ibérico de Bellota from Spain**

*The World's Premier Dry-Cured Ham Now Legally Available in the U.S.*

New York, NY, June 27, 2008 --(PR.com)-- Fermin USA-- a partnership between Embutidos Fermin of Spain, Chef José Andrés and the THINKfoodGROUP in Washington DC and The Rogers Collection based in Portland Me.-- is delighted to announce the official launch of the much-anticipated jamón Ibérico de bellota at the 54th Summer Fancy Food Show at the Jacob Javitis Center in New York City from June 29 through July 1, 2008.

Long sought after by gourmands, the legal availability of jamón Ibérico de bellota in the U.S. is the culmination of a ten-year importation struggle spearheaded by Santiago Martin, President/CEO of Embutidos Fermin, a family-operated producer of traditional Spanish Ibérico and Serrano products. "Ibérico ham is the best culinary ambassador Spain can have," said José Andrés.

The prized dry-cured ham comes from the Ibérico pig, a descendant of the wild boar that once roamed the coastal forests of the Iberian Peninsula. The free-range, black-footed Ibérico pig grazes on acorns and produces a burgundy-colored meat marbled with fat that is mildly sweet with a distinctive nutty flavor.

Fermin USA will carry both bone-in and boneless jamón (leg) Ibérico de bellota, as well as paleta (shoulder) Ibérico de bellota, bone-in and boneless. Jamón Ibérico de bellota will retail for \$180 to \$200 per pound.

"Without José's tireless support of Spanish foods and the Martin Family's commitment to bringing Ibérico to the U.S., Ibérico ham would not have crossed the Atlantic to find its way on American plates," said Taylor Griffin, President of The Rogers Collection.

Besides José's Jaleo restaurants in DC, Maryland and Virginia, Ibérico de bellota can be found at select fine-dining restaurants across the country including Picholine, Per Se, Eighty-One, Tia Pol in New York City; Casa Tua and Casa Guancho in Miami; French Laundry in Napa, CA; Cube in Los Angeles; Boulevard in San Francisco; La Boca in Sante Fe; and Fore Street in Portland, ME.

Beginning the second week in July, jamón Ibérico de bellota will be available for distribution from the following distributors: Bertrands in Houston, TX; Crystal Foods in Lynn, MA; Despana Brand Foods in Jackson Heights, NY; DPI Northwest in Tualatin, OR; Fromage A Trois Fine Foods, LLC in Phoenix, AZ; Julius Silvert, Inc. in Philadelphia, PA; La Espanola Meats, Inc. in Harbor City, CA; Optimus, Inc. - Marky's Caviar in Miami, FL; Packers Provision Co. in San Juan, Puerto Rico; Provisions International in White River Junction, VT; The Rogers Collection in Portland, ME; Solex Partners in Chicago, IL; Specialty Foods Boston in Boston, MA; The Cheeseworks in Ringwood, NJ; and Truffle Market in Las Vegas, NV.

The following retail outlets will carry jamón Ibérico de bellota: Tienda.com, Dean & DeLuca



(Nationwide); Despana (NYC), Zingermans (Ann Arbor, Michigan), Cowgirl Creamery (DC ); Fromagio Kitchen (Boston and NYC), Epicure Market (Miami), Central Markets (Texas), A Southern Season (Chapel Hill, NC), Artisan Cheese Gallery (LA), Cheese Shop of Beverly Hills, The Food Emporium (NYC), Liberty Heights Fresh (SLC), Delicias de Espana (Miami), DiBruno Bros. (Philly), Pastaworks (Portland, OR), Delaurenti's (Seattle), Foster & Dobbs (Portland OR)

For additional information on Ibérico de bellota and other Ibérico products please stop by the Fermin USA booth (#2015) at the Fancy Food Show at the Jacob Javits Center in New York City from June 30 through July 2 or visit them online at [www.ferminiberico.com](http://www.ferminiberico.com).

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#### About Fermin USA

Fermín USA is a joint venture between The Rogers Collection, Chef José Andrés and the Martín family of Embutidos Fermín. Embutidos Fermín is a small, family-owned firm based in Las Bauteacas-Sierra de Franca in Salamanca, Spain. Since 1959, when patriarch Fermín Martín founded the company, the Martín family has been raising and slaughtering pigs to produce the highest quality jamónes (hams) and embutidos (cured meats).

#### About Chef Jose Andres

Often called Spain's unofficial ambassador to the United States, José Andrés is the host of “Made in Spain”, a public television series focusing on Spain's wine, food and travel. José and his partners in THINKfoodGROUP are the creative team behind Café Atlantico, Jaleo, Zaytinya, Oyamel and the critically-acclaimed minibar by José Andrés in Washington, D.C. In 2008, José was nominated by the James Beard Foundation for Outstanding Chef for his work at minibar by José Andrés. In 2007, José and THINKfoodGROUP partnered with SBE Hotel Group and designer Philippe Starck to create SLS Hotels, a new luxury hotel brand. Its first property, SLS at Beverly Hills, will open in the fall of 2008.

#### About The Rogers Collection

Formerly Rogers International, The Rogers Collection imports and distributes luxury foods of distinctive quality created by authentic, traditional producers. Based in Portland, Me., the family-owned business began importing specialty products in 1990, seeking out growers and producers with a true passion for quality and commitment to crafting the finest products-- specially aged Parmigiano Reggiano, unique artisanal cheese, Prosciutto di Parma and Tuscan ham, balsamic and sherry vinegars and Tunisian condiments-- from the bounty of the soil.



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