

FOR IMMEDIATE RELEASE
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Spanish Ibérico Ham “Ibérico Lomo, Chorizo and Salchichon” Now Available to US Consumers

Fermin USA* to be Exclusive Importers

NASFT 2006 Winter Fancy Food Show, San Francisco – Fermin USA announced today that they will be the exclusive US importers of a gourmet Iberian ham that won USDA approval last July. The newly formed partnership which includes the “jamón Ibérico’s” Spanish producer, Embutidos Fermin, along with American-based importer/distributor Rogers International and internationally acclaimed Spanish chef Jose Ramon Andres, have already begun determining distribution partners in key markets. The first shipments of Ibérico Lomo, Chorizo and Salchichon will be available by April and should be in full distribution by later this spring. Cured Ibérico legs and shoulders, which take longer to cure, will be available in summer of 2007.

Embutidos Fermín has is the first Spanish slaughterhouse to get USDA approval for export to the USA, which indicates the exacting standards of its working system and its products. Fermín will sell the authentic “Serrano ham”, made in Spain with Spanish Serrano pigs, and for the first time in history, Embutidos Fermín is the authentic Iberian products (Cured ham, Loin, Chorizo...). They are all recognized for the highest quality, long taste with rich nutty aroma and flavour. “The Iberian pigs fat infiltrates more into the muscle tissue than Serrano, but that fat is about 60 per cent oleic acid, a non-saturated, fatty acid that is also in olive oil – a healthier fat. And fat is flavour!!!”, says Santiago Martin, President of Embutidos Fermín.

Martin and his family, whose farm in La Alberca epitomizes the best of Spanish artisanal cuisine, makes the jamón using Spain’s native Iberian pigs which are allowed to graze on acorns in nearby forests. Taylor Griffin, President of Rogers International, will lead the sales and distribution infrastructure for the US market. Griffin anticipates high demand for the jamón from his current and future clients. “We are incredibly fortunate to be partners with Fermin and Jose Andres in the introduction of these long awaited products in the US market and anticipate demand outgrowing supply from the outset,” says Griffin.

** Newly formed partnership to include Embutidos Fermin, Rogers International LLC and Jose Ramon Andres*

Celebrity Chef Joes Ramon Andres will advise on education and promotion initiatives of the jamón in addition to being a stakeholder in Fermin USA. He believes this is a huge contribution to American's growing appreciation of Spanish cuisine, and as such, these products are introduced as the first of many products to be marketed as, "An Exclusive Jose Andres Selection."

Roger's Griffin advises that most products will come in both packaged pieces and vacuum packed pre-sliced packaging with shelf life of almost 1 year. He says that Distribution will initially be focused on the major metropolitan markets of SF, NYC (tri-state), Wahington D.C., Miami, LA and Chicago, but that the partnership is interested in speaking with potential partners in other regions of the country, as well. Fermin USA will also export both Serrano and Jamón de Bellota, which are considered to be the highest end products.

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For inquiries relating to distribution opportunities, please speak with Taylor Griffin @ 207 828 2000 or email to Taylor@rogersintl.com