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SAMPLE LES TROIS PETITS COCHONS' FRENCH SPECIALTIES AT FANCY FOOD SHOW

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January 18, 2013

Les Trois Petits Cochons Debuts Two New Products and a New Website

Lovers of French cuisine will discover two new offerings and a new website from Les Trois Petits Cochons at this year's Fancy Food Show in San Francisco in booth 3904.

The company - meaning "The Three Little Pigs" in French - has added two new products to its line of artisanal pâté, charcuterie, and other French specialties. Jambon Sec, dry-cured ham, is the newest addition to the company's classic charcuterie selections. Terrine des Trois Rois - or Three Kings Terrine - is a chicken terrine deliciously layered with Armagnac-marinated prunes and duck foie gras. This new terrine is an excellent addition to the Les Trois Petits Cochons' product line that includes their signature Mousse Truffée. Sample both new products and many of Les Trois Petits Cochons' handcrafted, artisanal products at the Fancy Food Show in San Francisco, January 20-22, 2013.

Also new for 2013 is Les Trois Petits Cochons' website celebrating 35 years of award-winning pâté and charcuterie. The newly redesigned site features product information, recipes and the heritage of the authentically French company founded in the USA in 1975. Beautiful food photography on the website showcases the Les Trois Petits Cochons products highlighted against a bistro-style blackboard background.

Every product from Les Trois Petits Cochons bears the classic, hand-drawn Three Pigs logo on a cream and red label. "We introduced the new packaging at last year's Fancy Food Show," said Maha Freij, Les Trois Petits Cochons' Vice President of Sales and Marketing."Our customers tell us it has made our products even easier to find. We've experienced increased sales and improved our shelf placements across the country and we're proud to be the nation's top artisanal pâté and charcuterie company."

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About Les Trois Petits Cochons

Les Trois Petits Cochons was founded in 1975 by French chefs Alain Sinturel and Jean Pierre Pradie in the heart of New York. Today, customers around the nation can discover their creations in top-notch restaurants or bring them home to enjoy from fine retailers and online stores.

Still guided each day by Alain, Les Trois Petits Cochons proudly sells artisanal products handcrafted in small batches with only the highest - quality ingredients using time-honored recipes. In addition to award-winning pâté and charcuterie, Les Trois Petits Cochons also offers authentic cornichons, petits toasts and mustards designed to pair perfectly with their products.

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