

## Kitchen Basics Inc Launches 1st Unsalted Cooking Stock in the US Market at the Summer Fancy Food Show and wins an Award.

Kitchen Basics Inc, the originator of Real Cooking Stocks in the US market, receives a *sofi*<sup>TM</sup> silver finalist award for "Outstanding New Product 2008" for their newest product, Unsalted Chicken Cooking Stock. This prestigious honor was awarded to Kitchen Basics by The National Association for The Specialty Food Trade (NASFT) at the 36th annual *sofi*<sup>TM</sup> Awards competition.

NASFT turned to a panel of specialty food experts to sample and evaluate close to 600 new products at the NASFT offices in New York. Industry experts Kara Rubin, Whole Foods Market; Brian D. Caplan, Bacchus Wine & Spirits; Shirley Cheng, Culinary Institute of America; Robert Sickles, Sickles Market; Michelle Cosmo, Crate & Barrel, Liz Neumark, Great Performances and Marge Perry, magazine and newspaper columnist judged the 600 nominated products to select 10 that would qualify as finalists for Outstanding New Product of 2008.

Kitchen Basics was selected as 1 of the 10 silver finalists in the category of Outstanding New Product of 2008. Paul Hamerly, Founder of Kitchen Basics Inc., noted "It took us a long time to develop an affordable product that is just as good as you can make at home. It's the closest to what my Grandmother used to make, it's the best I've ever tasted, especially without added salt. I was surprised that a stock, any stock — tasted as an ingredient by itself and not in a recipe — could win a prestigious award like this."



Products were judged on quality, taste, innovation, packaging, ingredients and pricing. The average scores for all entries in these 5 categories were as follows:

Quality = 3.54  
Innovation = 3.39  
Packaging = 3.43  
Ingredient Profile = 3.42  
Pricing = 3.28

The scores given to the Kitchen Basics Unsalted Chicken Cooking Stock below:

Quality = 4.33  
Innovation = 3.83  
Packaging = 3.50  
Ingredient Profile = 4.17  
Pricing = 4.00

Several judges commented "Excellent Idea – Customer Controls the Salt", "Great Product" and "Hard to believe there is no salt."

Other finalists in this category included The CheeseWorks, Ltd., Transatlantic Foods, Inc., Sauces 'n Love, Inc., Zukay Live Foods, Das Foods, Cheese From Britain, Sheffa Foods, Creminelli Fine Meats, and Ducktrap River of Maine.

Kitchen Basics Vice President of U.S. Retail Sales, Michael Mysels, added "I am extremely excited to have our new Unsalted Chicken Cooking Stock in the company of these amazing products and congratulate them on their awards."

### About Kitchen Basics

Kitchen Basics Founder, Paul Hamerly, brought the richness of his grandmother's old Belgian family stock recipe to the everyday cook by introducing the first authentic line of stocks to the US market. These stocks are slowly cooked from meat, bones, vegetables and herbs for a dark, rich, natural flavor without commercial enhancers. Kitchen Basics stocks are ready to use in any recipe that calls for stock, broth or bouillon and are close to what you can get by making it from scratch.

For over 12 years, Kitchen Basics has turned to lead product developer, Chef Ed Marlier, graduate of the Culinary Institute of America, to undertake the development of Kitchen Basics formulas and many of its recipes. Today, Kitchen Basics offers the widest range of all natural cooking stocks including: chicken, beef, vegetable, turkey, ham, clam, pork and seafood flavors.

And now, with the launch of Unsalted Chicken and Unsalted Beef Stocks, Kitchen Basics makes history in the US Market by offering the first chicken and beef stocks that contain NO ADDED SALT. These new products enable health and ingredient conscious cooks to control the sodium level without fear of over seasoning. There is a small amount of naturally occurring sodium from the meat and vegetables, but only 150 and 180 mg. respectively. Just like homemade, Kitchen Basics puts the cook back in control.

### About NASFT

The NASFT is a not-for-profit trade association established in 1952 to foster trade, commerce and interest in the specialty food industry. Today, there are more than 2,800 member companies throughout the U.S. and abroad.