

## **ESSENTIAL CUISINE TO LAUNCH NEW No1 BEEF GRAVY AT THE PRESTIGIOUS RESTAURANT SHOW**

STOCK and jus maker Essential Cuisine will be launching its new groundbreaking NO1 Beef Gravy at this year's Restaurant Show.

Made from beef stock and beef dripping the gravy has a rich, meaty and homemade taste.

The product is perfect for roasts, grills, pies, puddings and sausages.

Essential Cuisine is aiming to fill a gap in the competitive gravy market for a premium gravy base containing stock and dripping to produce "gravy as it should be".

No1 Beef Gravy was created by Dorchester-trained chef Nigel Crane and technical development director Alan Metcalf who both have decades of experience working in the gravy industry, having both worked previously at Bisto.

Nigel Crane, managing director of Essential Cuisine, said: "Most of the gravy products currently available don't contain any meat stock but do contain MSG, so they don't actually taste like a real gravy.

"We wanted to create a premium gravy for chefs who want a good quality rich tasting meaty gravy that tastes as it should. It is also very versatile so it doesn't compromise a chef's creativity; they can add their own touches to it.

"It is well known that for diners the gravy is one of the most important parts of a meal, and memorable great tasting gravy will always ensure customers return. For just a penny a portion more, you can be confident that the gravy will taste as it should"

Nigel Crane founded Essential Cuisine in 1995 because he could not find a quality manufactured stock that met all his requirements so he decided to go off and make his own instead.

Today the company makes a wide range of premium stocks and sauces. Essential Cuisine's Premier Jus range was recently chosen as an approved product by the Craft Guild of Chefs.

- No 1 Beef Gravy costs £10.95 and is available in 1.5kg pots which makes 20 litres of gravy.
- For samples contact Essential Cuisine on 0870 050 111, e-mail [sales@essentialcuisine.com](mailto:sales@essentialcuisine.com) or visit [www.essentialcuisine.com](http://www.essentialcuisine.com)

## **Notes to editors**

\* For more information, images, or to interview Nigel Crane please contact Louise Davies at Mason Media on 0151 239 5054.

\* Nigel set up Essential Cuisine because, after working as a top chef himself in London, he wanted to create products which genuinely contributed to his fellow chefs' kitchens.

His company prides itself on listening to the needs of chefs around the UK and it constantly strives to produce the best products. Essential Cuisine is passionate about helping busy chefs to create the best possible food for their customers.

As a result, chefs from some of the country's leading hotels, restaurants and gastro-pubs turn to Essential Cuisine's chefs for help with their own stocks.

Over the past decade, Nigel has used his years of experience working under world famous chef Anton Mossiman at the Michelin starred Dorchester Hotel in London to create a wide range of stocks, jus and glaces, all made to use as chefs would a traditional kitchen-made stock.

They have an authentic taste, an appropriate level of seasoning and a low level of fat.

Right across the range, the taste and flavour is as chefs would expect from a stock pot and it's 100 per cent consistent.

The whole range is free from artificial colours and preservatives, and from added MSG.