

## **ESSENTIAL CUISINE'S PREMIER JUS RANGE GIVEN THE SEAL OF APPROVAL BY THE CRAFT GUILD OF CHEFS**

ESSENTIAL CUISINE'S Premier Jus range has been named as an approved product by the Craft Guild of Chefs.

The range of Veal, Lamb and Chicken Jus passed the rigorous product endorsement testing by three Craft Guild chefs.

As a result specialist stock maker Essential Cuisine can now use the famous Craft Guild of Chefs logo on the Premier Jus range.

All three chefs commented that the performance of the jus range was "excellent" and was "above their expectations."

Martin Bates, Master CGC and CEO of The Craft Guild of Chefs, said: "It is with great pleasure that the Craft Guild of Chefs is able to confirm that Essential Cuisine Premier Jus range in Veal , Lamb and Chicken have passed for use of the Guild's approved product logo.

"The aim of the programme is to give manufacturers a confidential way of establishing the "Fit for Purpose" qualities of the product, as seen through the eyes of the people who will utilize it.

"Additionally, for chefs, they are immediately able to see that this range of products have achieved a high rating when tested by their peer group, and subsequently can purchase and use this product with confidence."

Nigel Crane, Chef and Managing Director of Essential Cuisine, added: " Everyday at Essential Cuisine we strive to provide products which genuinely contribute to a busy kitchen, and so we are delighted with the Craft Guild of Chefs endorsement.

"Our Premier Jus has the taste and performance characteristics of a kitchen-made jus, so this endorsement will help chefs to recognise that our jus can make their lives a little easier without serious compromise."

### **Notes to editors:**

For more information, images or to interview Nigel Crane please contact Louise Davies at Mason Media on 0151 239 5054 or e-mail: [louise@masonmedia.co.uk](mailto:louise@masonmedia.co.uk)