



PRESS RELEASE

September 2004

ESSENTIAL CUISINE LAUNCH NEW CHICKEN JUS AT PRESTIGIOUS RESTAURANT SHOW

ESSENTIAL Cuisine will be launching their new Premier Chicken Jus at this year's prestigious Restaurant Show at Olympia.

The Chicken Jus is the latest in the company's jus range – which includes Veal Jus and Lamb Jus – and it allows the discerning chef to devote his time to perfecting the final dish.

The range is created by master chef Nigel Crane, who trained under the world famous Anton Mossiman at the Michelin starred Dorchester Hotel in London and has cooked for royalty.

The new Jus complements the rest of the now established Essential Cuisine range which includes stock mixes, classic stock mixes and glaces.

The Cheshire-based company, which Nigel launched in 1995, already supplies some of Britain's leading hotels, restaurants and gastro-pubs.

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.

Nigel says: 'Chefs spend a great deal of time sourcing the best quality ingredients for their menu. They hunt out the finest meat and fresh produce from the best suppliers. It's crucial that their jus are made with equal care.'

The Jus, which is the only finished jus concentrated base available on the UK market, is free from artificial flavours and colours.

The Premier Jus range removes the need for costly sourcing and preparation of bones, and eliminates this sensitive area of food safety.

The Premier Chicken Jus comes in 1kg tubs and is available through wholesalers or direct.

- To order your free sample please call 0870 050 1133 or visit Essential Cuisine's website at www.essentialcuisine.com.
- To download images please go to the 'links' page in the caterer section of the website.

Media: For all press enquiries – or to arrange an interview with Nigel Crane - please contact Lucy Mason at Mason Media on 0151 348 4293.