PRESS RELEASE

The Terroir Parisien's grocery :
Charcuteries, fun and conviviality !

Paris, june 2017 – Terroir Parisien, the accessible and committed brand by the Group Yannick Alléno, launches a range of four French charcuteries. Already available in ten Parisian delicatessens, these rillettes, terrines and pâtés are the first raffish deli products launched by the eponym bistros.

In line with the locavore philosophy of the Terroir Parisien, culinary movement introduced by Yannick Alléno in 2006 and realized from 2012 by a series of friendly bistros, this set of terrines celebrates the historic know-how of Parisian charcuterie, by proposing a range of four delicious authentic recipes, with complementary savors: *Yannick Alléno's chicken liver terrine ; roast chicken rillettes ; pork liver pâté, chicken liver and morels ; rabbit in mustard rillette.*

Distributed, so far, in ten Parisian groceries of great fame and local groceries, the Terroir Parisien's charcuteries will be referenced more widely tomorrow and will find, naturally, their place in the deli counter of the future bistro TERROIR PARISIEN Paris (spring, 2018).

Stamped « Mangeons local en Île-de-France, savoir-faire d'ici » *(Eat locally in Ile-de-France, know-how from here)*, Cervia and Ile-de-France region's label, the range of pâtés imagined by the three-star Michelin chef is produced in Essonne (91) by the renowned artisan charcutier Chédeville, supplier of the best Parisian restaurants since 1919.

Reflections of a modern approach on charcuterie and a certain love of terroir, these cunning small 160 gram jars, with comforting flavors, full of authenticity and conviviality, are ideal to brighten the aperitif, eat committed, simplify ones life while going home from work or simply to enjoy.

OUR SALES POINTS

Le Comptoir de la Gastronomie
Rue Montmartre – Paris 1
Le Garde-Manger des Dames
Rue des Dames – Paris 17
La Grande Epicerie de Paris
Rue de Sèvres - Paris 7
Jeanne A
Rue Jean-Pierre Timbaud – Paris 11
Julhès
Rue du Faubourg Poissonnière – Paris 10
Rue du Faubourg Saint-Martin – Paris 10
Boulevard Voltaire – Paris 11
Papa Sapiens
Rue Bayen – Paris 17
Rue de Bourgogne – Paris 7
Rue Feydeau – Paris 2

MORE INFOS

Glass jar of 160gr
Selling price advised from 5,30 €
(prices might change depending on the grocery)
http://www.yannick-alleno.com/fr/epicerie-fine.html

ABOUT THE TERROIR PARISIEN

Culinary movement introduced in 2006 by Yannick Alléno, the idea of Terroir Parisien arises from the chef's fierce will to value the wealth and the diversity of the culinary, often underestimated, heritage of the Ile-de-France region and to encourage a locavore behavior.
As a logical result of this movement, the first eponym restaurant is created in 2012. Raffish bistros, Parisian in every way, the TERROIR PARISIEN are the gustative and personal synthesis of the total commitment of the three-star Michelin chef : find the know-how, join and federate, then share.

SAVOROUS COOKED PÂTÉS

Just like the cuisine proposed in the TERROIR PARISIEN bistros, simple, tasty with a touch of refinement, the namesake charcuteries are prepared with premium French ingredients and reveal a perfect balance of flavors. Marinated for a long time, patiently simmered, cooked at the right temperature in order to protect the original tastes, the rillettes, terrines and pâtés come from cook's recipes, with a particular attention on textures and on treats.
Kept cool for a gustative quality without equal, the jars can be preserved four months.

A CLEAR AND INGENIOUS PACKAGING

Thanks to their transparent glass jar, the four charcuteries show off their colors. Small labels to leave the product in evidence ; lively, modern and different, they allow fast and certain spotting on the shelves. The one in front resumes in a stylized way Paris' topography, underlining so the origin which the fine French flag comes to strengthen ; the label in the back photographs ingredients for a total legibility ; the seal guarantees the integrity.

Pickle on the terrine, Yannick Alléno reveals his advice on every jar !

PRESS CONTACTS

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