

## Wagshal's Imports Named 2013 Food & Beverage Innovations Award Recipient Presented by the National Restaurant Association Restaurant, Hotel-Motel Show

### *Award Streak Continues for Wagshal's Fermín Ibérico de Bellota Smoked Panceta*

PRESS RELEASE  
March 22, 2013

For Immediate Release  
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**Washington DC - March 22, 2013** - Wagshal's Imports, a division of Wagshal's Family of fine foods is pleased to announce they are a recipient of the **2013 Food & Beverage Innovations Award**. The DC based company has been recognized for its artisanal Fermín Ibérico smoked panceta product. The FABI Award recognizes progressive food and beverage innovations that will make a significant impact in the restaurant industry. This is Wagshal's Imports second FABI award since 2011.

The winners were judged by a panel of independent experts, representing a variety of both commercial and non-commercial industry segments based on their exciting benefits to restaurant operators. The innovations selected represent high marketability products designed to satisfy consumer trends, including lifestyles such as gluten free, allergen free, low sodium, or raw diets. The DC based company will be showcased along with other award recipients at the 2013 National Restaurant Association Restaurant, Hotel-Motel Show on May 18-21 at Chicago's McCormick Place.



Wagshal's Imports smoked panceta is a high end, artisanal pork product made from the one-of-a-kind Fermín Ibérico de Bellota breed from Spain. The panceta was imported from Fermin in Spain and Wagshal's cured and hickory smoked it at a small family owned smoke house in Pennsylvania resulting in some of the most flavorful, high quality panceta on the market.

"We are thrilled to have won again", says Aaron Fuchs of Wagshal's. "We sampled a lot of panceta during the process of creating this product and we knew when we tasted a certain batch we had something very special. The nutty, buttery flavor of this bacon combined with the hint of hickory is unlike anything you've ever tasted!"

Wagshal's Imports and Fermin together have captured the food industry's most coveted awards including the 2011 and 2012 Specialty Food Association's sofi™ Gold Awards and the 2011 National Restaurant Association's Product Innovation Award. More information can be found at [wagshalsimports.com](http://wagshalsimports.com). Local food media may taste the smoked panceta by contacting Ellen to set up a time to come in to Wagshal's market.

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**About Wagshal's:** Serving the Washington, DC community since 1925, Wagshal's Family of Fine Foods is a DC landmark garnering both local and national recognition for its uncompromising level of old-world personalized service and top quality. Known for its array of prepared foods, sandwiches, boutique wines, butcher shop, and hard-to-find items, Wagshal's Delicatessen and Market are a relied-upon source for food-industry media and a regular destination for local chefs, embassy chefs, and culinary icons. Wagshal's Import division now brings to America the award-winning Fermín Ibérico de Bellota products from Spain and other fine products from around the globe. Wagshal's second location will open this spring at 3201 New Mexico Avenue, NW Washington DC.

**About Fermin:** Fermin is a family-owned farm in La Alberca in Salamanca, Spain. Since 1956, when patriarch Fermín Martín founded the company, the Martín family has been raising and slaughtering pigs to produce the highest quality heritage jamón (hams), embutidos (dry-cured sausages), and raw pork products that epitomize the best of Spanish artisanal cuisine. Today, Fermin, a leader Ibérico husbandry and the first producer from Spain to receive USDA approval, has worked for decades with the same regional farms and still hand cuts every item with old-world craftsmanship that takes years to acquire