



PRESS RELEASE: IMMEDIATE

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LA MAISON DU PIMENT

The Espelette Chilli is world renowned for its superior flavour. This 10cm long pimento or chilli pepper is grown exclusively between the sea and the mountains of the Basque region of South West France. It was believed to have been introduced into the region by Gonzalo Percaztegi a Basque navigator who accompanied Christopher Columbus, in 1523.

In the 16th century, pepper was very much a luxury so the arrival of the American Pimento and Chilli varieties was welcomed. It wasn't long before many different strains were being grown in Southern Europe. The strain brought to Espelette proposed in the region and has slowly mutated over the centuries until it has become the Piment d'Espelette beloved of the Basque people. Only rating a '4' on the 'Scoville' pepper strength scale, this chilli is not particularly strong. However it's unique and delicate, slightly sweet flavour, with a smoky tang to it compliments so many different foods – hence it's huge popularity.

The people of Espelette are so proud of this remarkable plant that they have managed to gain the coveted 'Appellation controlee' (AOC) status – meaning that you cannot call a pepper product Espelette pepper unless it is produced within the confines of the tightly controlled region made up of just ten villages with around sixty producers who are entitled to use the coveted AOC Piment d'Espelette.

One such grower and producer is **La Maison du Piment**. Taking inspiration from generations of chilli uses, including his own family, Vincent Darritchon has created an entire range of chilli products, made from the Espelette Chilli's – including Vinegar with Chilli; Chilli flavoured Olive Oil, Salsa Sauce, Powdered Chilli, Creamed Chilli, Mustard Chilli, Sea Salt with Chilli and Whole Chilli's in Vinegar.

Traditionally grown and harvested, **La Maison du Piment** ensure that only the finest d'Espelette peppers are used in all their products.

International Food is delighted to be the exclusive UK distributor for La **Maison du Piment** products. For further information, visit www.internationalfood.co.uk or email info@internationalfood.co.uk or call us on 020 8688 1018.

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