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SPECIALTY FOOD

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outstanding food gift

LES TROIS PETITS COCHONS INC.
Backpack Through Provence

SOFT GOLD BAGGETT AWARDS

IN 1975, THREE FRENCHMEN, INCLUDING CURRENT OWNER ALAIN SINTUREL, OPENED A CHARCUTERIE IN NEW YORK CITY'S GREENWICH VILLAGE CALLED LES TROIS PETITS COCHONS, offering pâtés as well as other French specialties. Soon they were selling to local restaurants and as demand for their products grew, they closed the store, moved to a larger kitchen, and eventually relocating to Wilkes Barre, Pa.

In October 2004, the company introduced the eye-catching Backpack Through Provence, which includes Mousse Truffée (truffle mousse), Pâté De Campagne (country pâté), Moutarde De Dijon (imported dijon mustard), Petits Toasts (small toasts), Cornichons (imported baby sour gherkins), Saucisson Sec (naturally air-dried sausage) and soft-aged French cheese. These items come in a well-crafted reusable insulated backpack along with a small cutting board, knife, corkscrew and room for a bottle or two of wine.

"Customers particularly love the Mousse Truffée, a chicken liver and black truffle mousse," says Elodie Jouannel, marketing manager. "It has a smooth, silky texture and is easy on the palate because it doesn't have a strong liver taste. It's great for people who are not familiar with pâtés as well as for pâté addicts. Customers also like the idea of a backpack that they can take with them and that keeps refrigerated products cool."

The Backpack Through Provence sells well near other specialty refrigerated items, notes Jouannel. But it is also a natural in the wine department, "as the food pairs well with a medium-bodied red like a Merlot or a lightly sweet white wine like Sauterne." Other sampling suggestions include placing the item near a tasting of the truffle mousse on a French baguette. Suggested retail: \$75. Contact: Elodie Jouannel, Les Trois Petits Cochons Inc., 212.219.1230, ext. 216; elodie@3pigs.com; www.3pigs.com. —S.S. R.S.N. 173

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