Gourmet Seafood From the End of the World, Perfect Appetizer for End of the Year Entertaining

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<u>LaTienda.com</u>, a family-owned gourmet Spanish food importer and Internet retailer based in Williamsburg, VA, is pleased to announce the introduction of legendary <u>Galician canned seafood</u> from artisan producer, 'Los Peperetes'.

Premium canned seafood from Galicia is so highly prized that there are tapas bars in Barcelona serve the tinned Galician product exclusively.

"Obsessed with quality" is how renowned Spanish food expert Rafael Garcia Santos describes owner Jesús Lorenzo Crespo. Garcia Santos also recognizes him as producing the best in Spain in his definitive culinary guide *'Los mejores de la gastronoma De España'.* 

'Los Peperetes', is a third generation artisan producer. "From the time of my grandfather, the harvest and canning of the berberechos (cockles) has been a family and artistic tradition," says owner Jesús Lorenzo Crespo at 'Los Peperetes'. When a child, he would fish for berberechos during holiday and summer vacations and sell them to his grandfather.

As with most exceptional foods, location is the key. In Galicia, along the coast of northwest Spain, the cold waters of the Atlantic Ocean crash into rocky shores and mix with pure river water flowing down from the fjords, producing the perfect environment for shellfish to thrive.

Over the generations, artisan producer Los Peperetes has developed intricate handprocessing recipes that make their tinned seafood rival fresh seafood product. Gathered by hand in local waters, each clam or mussel must be the perfect size and quality. They are carefully prepared in small batches and packed by hand. The result is the freshest, most delicious canned seafood in the world.

Jesus Lorenzo's 'Los Peperetes' Bereberechos de Carril (Cockles) are "unquestionably the finest in Spain and the best in the world." (Rafael Garcia Santos) Opening a tin of Los Peperetes berberechos reveals about 50 tiny sweet clams, each one about the size of a pea, beautifully and symmetrically arranged by hand. They are packed in brine as delicate as the cockles, evoking the flavors of the sea.

LaTienda is the exclusive North American importer of the whole line of 'Los Peperetes' products in the U.S. There are five 'Los Peperetes' seafood products in addition to their Beberechos de Carril (Cockles).

'Los Peperetes' Razor Clams (Navajas de Finisterre) are the most precious razor clams in the world and their flavor is incomparable. They are harvested near the cliffs of Cabo de Finisterre ("The end of the world"), where submerged sandbanks next to the rocky shore provide a rich and salty habitat. The razor clams must be harvested by hand, and the process is perilous. 'Los Peperetes' Mussels in Sauce (Mejillones en Escabeche) are perfectly marinated in olive oil, laurel, vinegar, spices and salt. Jesús Lorenzo selects only the finest young mussels, and pampers them in estuary nurseries, before harvesting by hand. Because of the intricacy of this process, 'Los Peperetes' has only two harvests each year.

'Los Peperetes' Sardines in Olive Oil (Sardinillas de Rianxo) are small, delicate sardines from the Rianxo waterways – Spain's finest.

'Los Peperetes' Octopus in Olive Oil (Pulpo en aceite oliva) are exceptionally tender. They are presented in bite-sized slices with an olive oil marinade.

'Los Peperetes' Baby Squid in Olive Oil (Chiperones en Aceite de Oliva) are tiny squid from the Galician Rías Bajas, hand packed in olive oil, garlic and salt.

A limited supply of these Galician delicacies is on hand in La Tienda's Virginia warehouse, making them available just in time for Christmas and New Year's festivities.

Los Peperetes products join hundreds of other authentic and artisan products imported from Spain by LaTienda. Founder Don Harris fell in love with Spanish cuisine during the 1960s and was stationed in Spain as a Navy chaplain in the 1970s. He launched LaTienda.com with his wife and three sons in 1996. The family operated company was the first to introduce jamón serrano over the Internet to the families of America, and they have been on a <u>quest to bring jamón ibérico to America</u> for more than eight years.

Members of the Harris family visit Spain several times each year, meeting with artisan producers and seeking the best and most authentic Spanish gourmet foods. Earlier this fall, they announced that the USDA and the Spanish government had approved the first producer of Jamón Ibérico for export to the USA. La Tienda plans to fly in the first Ibérico ham products as soon as they are available.

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