

PRESS RELEASE

3 SEPTEMBER 2008

LAUNCH OF LE MESURIER'S "DEFINITIVE TASTES"

Some people may think a new company claiming to offer "**definitive tastes**" is playing a risky game, particularly when this eye-catching epithet is applied in the already crowded **condiment** market.

Not so, say co-founding directors of new **premium condiment manufacturer LE MESURIER'S**, Patrick Le Mesurier and Alison Karran-Smith. "You might say we're sticking our heads above the parapet. But we truly believe our products stand out in a crowded sector among what is undoubtedly talented competition."

One explanation for this confidence must lie in Patrick's background. Having trained and worked for the Roux Brothers over an 8-year period (Le Gavroche and other London and USA Roux establishments) he went on to win awards for his own pub/dining room, The Royal Oak, North Woodchester, Gloucestershire (Newcomer of the Year 1999, Which? Good Pub Guide) and as head chef at The Old Passage Inn, Arlingham, Gloucestershire (Newcomer of the Year 2003, Good Food Guide; AA Seafood Pub of the Year 2004).

Another reason might be his recent involvement in the design and manufacture of the new range of own-brand chutneys for what is, arguably, the leading independent food hall in London.

"It's quite simple. Patrick's deep knowledge and understanding of ingredients enable us to bring our products to market confident that they are second to none in flavour and texture. We have already won **1 gold star** for our **BBQ sauce** in the **Great Taste Awards 2008**." says Alison.

Patrick's guiding principle is revealing: "I make it a personal mission not to compromise on the quality and sensitive handling of my ingredients. I don't use dried onions, don't believe in

unnecessary fillers and it is vital to me that our products are free of artificial setters, stabilisers and colours. Using traditional, slow-cook, open-pan methods is the best way to bring out the true complexity and depth of flavour of our products.”

The hard-won experience that the business partners bring to **LE MESURIER’S** is evident in the end results: 26 stylish, polished products covering four ranges, chutneys, relishes, mayonnaises and sauces.

It remains to be seen whether their confidence is well placed. Honesty, simplicity and clarity of purpose, integrity of flavour, colour and texture: taken together these could read as **LE MESURIER’S** manifesto. In fact, this is the reason Patrick and Alison are confident to claim their products represent “**definitive tastes**”.

-ENDS-

NOTES TO EDITOR

Le Mesurier’s Ltd launches formally at the Specialty & Fine Food Fair, Olympia, 2008. It has its manufacturing unit in Abinger Hammer, near Dorking, Surrey and its head office in Chelsea, London. Set up by friends, former Roux Brothers chef, Patrick Le Mesurier and former Freshfields Bruckhaus Deringer lawyer, Alison Karran-Smith, its focus is to produce premium, hand-made products following traditional methods, using a local or regional supply chain wherever possible.

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