PRESS RELEASE

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FOOD INNOVATION CENTER CLIENT CHEF HYMIE GRANDESCORES HIGH

Food Innovation Center client Jamie Faitelson of Chef Hymie Grande scored high marks with Supermarket Guru Phil Lempert in his weekly New Product Hits and Misses review. An expert analyst on consumer behavior, marketing trends, new products and the changing retail landscape, Phil Lempert releases weekly reviews of up and coming new specialty food items. Lempert gave Chef Hymie’s Polopote BBQ Glaze an outstanding score of 92, saying: “This product is a hit! This BBQ glaze has a nice clean burn and a very good smoke flavor.” The entire review can be viewed on the Supermarket Guru’s website: http://www.supermarketguru.com/index.cfm/go/sg.videoSlideshow/videoId/191

Chef Hymie Grande came to the Food Innovation Center in 2009 looking for assistance in commercializing his new recipe formulation that replaced high-fructose corn syrup with agave nectar to produce a healthier glazing sauce. The Center worked with Chef Hymie to produce preliminary runs of three flavors of the reformulated product, which qualified to carry the American Diabetes Association seal. Said Faitelson of this work with the Food Innovation Center: “They help you from inception to business plan to getting your (production) process approved . . . We are growing in a shorter period of time.”

Chef Hymie Grande’s products can be found in select specialty food stores in New York area. The glazes are also available through their website: http://www.chefhymiegrande.com/

For further information about these educational resources, or to learn about the Rutgers Food Innovation Center, call 856- 459-1900 or visit the Center’s website at: http://www.foodinnovation.rutgers.edu/index.html

For more information on the Supermarket Guru, and more product reviews, see: http://www.supermarketguru.com/

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About Rutgers Food Innovation Center
The Rutgers Food Innovation Center is a unique business incubation and economic development accelerator program that provides business and technology expertise to small and mid-sized food and agribusinesses in New Jersey, and utilizes its outreach capacity to reach the food industry throughout the nation. Clients include farmers and cooperatives, startup food companies, existing small and mid-sized food establishments and retail and foodservice markets. The center’s new 23,000-sq.-ft. food incubator facility enables the marketing, development and distribution of new products for the center’s clients, and the evaluation of new technologies and processes. FIC is a research and extension center of Rutgers New Jersey Agricultural Experiment Station. Further information can be found at www.foodinnovation.rutgers.edu