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Le Bon Magot®, Exciting New Specialty Food Brand Wins 5 sofi™ Awards 3,000 Products Competed for Top Specialty Food Association Award

Lawrenceville, NJ (April 25, 2017) – Le Bon Magot®, artisan food producer from the Greater New York City area, has won the specialty food industry's highest honor, the sofi™, for 4 products in 3 categories with one product winning the best new product:

- **Gold Winner:** Tomato & White Sultana Chutney with Ginger & Garam Masala
Category: Condiment
- **Gold Winner:** Spiced Raisin Marmalata with Ras Al Hanout & Smoked Cinnamon
Category: Jam, Preserve
- **New Product Winner:** Spiced Raisin Marmalata with Ras Al Hanout & Smoked Cinnamon
Category: Jam, Preserve
- **Bronze Winner:** Product: Lemon-Sultana Marmalata with Caraway & Saffron
Category: Jam, Preserve
- **Bronze Winner:** Brinjal Caponata - Purple Aubergine with Cumin & Curry Leaves
Category: Pickle, Preserved Vegetable

A sofi™ is the top honor in the \$127 billion specialty food industry. “sofi” stands for Specialty Outstanding Food Innovation and represents the best of the best from members of the Specialty Food Association.

Le Bon Magot products were among 154 Winners selected by a national panel of 62 specialty food experts from 3,000 entries across 39 categories. Every entry is carefully assessed by passionate and knowledgeable food professionals including chefs, culinary experts, academics, food writers, and category buyers. Products are judged on taste, ingredient quality, and innovation.

“We are truly honored and humbled to be chosen among our industry peers,” says Naomi Mobed, Le Bon Magot Founder and Chief Executive Officer. *“Le Bon Magot brings together a love of family, food, language and travel intrinsic to the multicultural way in which I was raised. The sofi™ recognizes our*

commitment to ensure that inspired ingredients sourced locally, spiced internationally and treated simply deliver flavors that transport to far flung locations, all from the safety of your pantry.”

On the market since 2015, Le Bon Magot condiments and culinary ingredients have been recognized by food service professionals and retailers for their distinctive flavors, unique spice blends and painstaking attention paid to every aspect of the product – taste, texture and color.

“A sofi™ means a product, and the people behind it, have arrived,” says Phil Kafarakis, president, Specialty Food Association. *“This year’s winners represent a devotion to excellence and innovation in specialty food that continues to fuel our industry, excite consumers and expand retail offerings around the world.”*

About Le Bon Magot

Le Bon Magot (mă-gō') or "the hidden treasure" is a woman-owned business, producing caponata, chutney, conserve, marmalata, preserves, tapenade and dressing, all inspired by the owner's family heritage and international experience. All Le Bon Magot products are crafted from Heritage Recipes using High-Quality Seasonal Produce, Custom-Blended Aromatics combined with Natural Preserving Techniques. Expect to taste fresh, locally sourced produce and sweet, sun-dried fruit blended with the best quality oils, vinegars and spices sourced through specialist traders and ateliers from around the world. Wherever and whenever possible, Le Bon Magot sources sustainable ingredients from single-source farms or manufacturers. For more information, go online at www.lebonmagot.com. You can also follow Le Bon Magot on Facebook, Instagram and Twitter (@lebonmagot).

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About the sofi™ Awards

The sofi™ Awards are open to members of the Specialty Food Association, a not-for-profit trade association established in 1952 for food artisans, importers and entrepreneurs with more than 3,400 members in the U.S. and abroad. For more information on the association and its Fancy Food Shows, go to www.specialtyfood.com. Learn more about the sofi Awards at www.specialtyfood.com/sofi.

About the Specialty Food Association

The Specialty Food Association is a thriving community of food artisans, importers and entrepreneurs. Established in 1952 in New York, the not-for-profit trade association provides its 3,400 members in the U.S. and abroad with resources, knowledge and connections to champion and nurture their companies in an always-evolving marketplace. The Association owns and produces the Winter and Summer Fancy Food Shows, and presents the sofi™ Awards honoring excellence in specialty food. Learn more at specialtyfood.com.

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