

## 'Top Chef' pairs with all-natural food company on new line

*Hosea Rosenberg to collaborate with Boulder-based Tellory to develop recipes and educate consumers about products for home-cooked meals*

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Chef Hosea Rosenberg of Jax Fish House in Boulder, Colo.

Boulder, Colo.-based artisanal foods maker Tellory Inc. said Wednesday Chef Hosea Rosenberg, Bravo TV's "Top Chef" for 2009, will collaborate with the company to produce a new "chef-inspired" product line.

Tellory, founded in 2006, sells all-natural, artisanal pestos, spreads and tapenades under the Ciolo brand, where they are sold exclusively at Whole Foods, and the Piccolo brand, introduced in December and now sold at mainstream food stores throughout New York City, New Jersey, Colorado and New Mexico.

Top Chef winner Rosenberg, who will remain as executive chef of Jax Fish House, also located in Boulder, during this collaboration, will make public appearances at local Whole Foods stores to demonstrate the company's products for use in home-cooked meals.

"Developing recipes and products with Tellory will give me another creative outlet," said Rosenberg. "Their products represent a full spectrum of flavors and combinations. That's what attracts me about the idea."

Since moving to Jax Fish House five years ago, Rosenberg has won numerous awards and accolades including winner of "Top Chef" Season 5, Bravo TV; Best Chef of Denver International Wine Festival (2006, 2007); seven-time, undefeated winner of the Flatiron Chef Competition; Guest Chef at the James Beard House (2007).

All Tellory's products are made at the company's plant outside Boulder.

"These products are designed to help today's time-constrained home cooks create restaurant-quality meals and parties quickly and inexpensively," said co-founder Mallory Kates. "The current economy means that more people will cook and entertain at home, and our products give them a creative shortcut."

The Piccolo Foods product line combines "sustainably produced" ingredients in convenient, recyclable packages, Tellory said.

Combinations include Spinach Feta Dip, Artichoke Pesto, Green Olive and Almond Pesto, Green Chili Smoked Gouda Spread, Santa Fe Pimento Cheese, Kalamata Artichoke Tapenade and "Tzing!" a Roasted Asian Eggplant spread.

The first retailers to carry the Piccolo Foods line include King Soopers in Colorado; Fairway, Zabar's, Westside Markets, Amish Markets and Zaytuna Market, all in the New York City area; Kings Super Markets in New Jersey and Eldorado Supermarket in New Mexico.

Piccolo's products have a shelf-life of 30 to 60 days and a retail price ranging from \$5.49 to \$6.99.