







*The House of Maille is pleased to announce
the arrival of four unique French flavoured vinaigrettes in Australia.*

If you enjoy a touch of France in your cooking, you'll love these new additions to the Maille mustard and sauce range.

Based on authentic French regional recipes that use only the finest ingredients, the vinaigrette line features four unique flavours, each inspired by a specific region of France – Bordeaux, Dijon, Normandy and Provençale – and distinctively packaged in a mock wine bottle. These versatile vinaigrettes can be used to add zest to green salads, as a marinade for most meats and fish and as a topping to flavour steamed or grilled vegetables.

"The Australian market for vinaigrettes is growing along with the need for more unique and authentic products," says Alexandre Vidal-Naquet, marketing manager for Maille in the Asia Pacific region. "Maille has been expertly blending flavours for decades to create our Dijon mustards and vinegars,

and we're excited to continue this tradition with our Original Vinaigrettes from France."

"Maille's line of gourmet condiments which include the new vinaigrettes and the world renowned Dijon mustards are perfect for at home chefs," says Vidal-Naquet. "With a touch of Maille, everyday, simple dishes can become something extraordinary".

The Dijon vinaigrette features Dijon mustard and white Burgundy wine; wholegrain mustard and red Bordeaux wine are a perfect blend for the Bordeaux vinaigrette; Normandy apple cider vinegar and shallots are the base of the Normandy vinaigrette; and finally the Provençale vinaigrette is made with extra virgin olive oil, garlic and herbs.

The vinaigrettes will be available in a 250 ml size across Australia beginning September/October 2004 and will retail for approximately \$?.

Original Vinaigrettes from France

DESCRIPTION:

Backed by more than 250 years of culinary experience in France, Maille has selected only the finest ingredients for its gourmet vinaigrettes. Based on authentic French regional recipes, the vinaigrette line features four unique flavours, each inspired by a specific region of France. Perfect for adding a French touch to green salads, grilled vegetables and as a marinade for most meats and fish.

PRODUCTS:

Dijon Vinaigrette – features a blend of Dijon mustard and burgundy wine

Bordeaux Vinaigrette – made with a unique combination of wholegrain mustard and red Bordeaux wine

Provençale Vinaigrette – a delightful blend of extra virgin olive oil, garlic and herbs

Normandy Vinaigrette – a perfect combination of apple cider vinegar and shallots

AVAILABILITY:

Maille Vinaigrettes will be available in supermarkets across Australia in September October 2004 and will retail for approximately \$?.



FACT SHEET

Other Maille fine products include a line of Dijon mustards, red and white wine vinegars made from French wines as well as a line of ready-to-use fine sauces.

Founded in France in 1747, the House of Maille has produced premium condiments for over two and a half centuries. Maille mustards, vinaigrettes, vinegars and ready-to-serve sauces follow the time-honoured tradition of excellence, diligence and refinement established by founder Antoine-Claude Maille. Products continue to be manufactured in Dijon, France, and are distributed to both commercial and retail outlets in over 50 countries, including Australia.

Maille's mustard products boast a broad palette of flavours and delicate tastes. You'll find traditional mustards just right for everyday dishes, as well as innovative, specialty mustards that offer unparalleled taste and refinement - a world of "gourmet" flavours to savour in sauces, marinades and vinaigrettes.

PRODUCTS:

Dijon Originale – 250 years of mustard-making expertise stand behind the finesse and flavour of this outstanding world-renowned mustard. It goes brilliantly with all types of food – meat, fish, cooked or raw vegetables – and is a welcome addition to dressings and sauces.

Dijonnaise – Discover the uncommonly rich flavour of this creamy mustard that features Maille Dijon Originale mustard. It's made from superb ingredients that add a refined, subtly spicy accent to any dish -- especially tasty with meats.

A l'Ancienne Wholegrain Mustard – To make this wholegrain mustard, mustard seeds and white wine are blended into a rich, fruity, delicately scented paste. This unique recipe, characterized by its crunchy seeds and pungent flavor, has been handed down from generation to generation by Maille master-mustard makers. This mustard is delicious with daily fare, cheese, cold fish and shellfish, as well as in sauces and dressings.

AVAILABILITY:

Maille mustards, vinegars, sauces and vinaigrettes are available at most major supermarkets across Australia.





RECIPES

Couscous Piaf with Maille Vinaigrette Provencale

A wonderfully simple salad which combines fluffy couscous, diced tomatoes, zucchini, apricots, green onions and mint.

Serves 4

- 175g cous cous
- 2 zucchini, cut in cubes
- 1 tablespoon sunflower oil
- 2 ripe tomatoes, peeled, seeded and diced
- 8 dried apricots, chopped
- 50g toasted flaked almonds
- 4 green onions (shallots), trimmed and sliced on the diagonal
- 1 tablespoon freshly chopped mint
- 2 tablespoons Maille® Vinaigrette Provencale



Place cous cous in a bowl and just cover with 1 cm water. Leave for 10 minutes, then fork over to separate grains. At the same time toss the zucchini in oil in a hot pan to scorch edges.

Add to cous cous with tomatoes, apricots, toasted almonds, green onions, mint and season. Dress with Maille® Vinaigrette Provencale and toss well before serving.





Pasta Salad with Chicken, Bacon and Maille Vinaigrette de Dijon

A flavourful salad which combines pasta, char-grilled chicken breast strips, crispy bacon bits and sliced green onions.

Serves 4

- 2 skinless chicken breast fillets
- 1 tablespoon sunflower oil
- Salt and freshly ground black pepper
- 6 rashers thin streaky bacon, rind removed and chopped
- 250g penne rigate (or other ridged pasta shape)
- Olive oil for drizzling
- 8 green onions, trimmed and sliced on the diagonal
- 3 tablepoons Maille® Vinaigrette de Dijon
- 1 tablespoon finely chopped flat leaf parsley



Heat char-grill . Rub chicken breasts with oil and season. Place on char-grill and cook on both sides until chicken is cooked through. At the same time, fry bacon pieces in a non-stick pan. Drain on kitchen paper. Cook pasta in lightly salted boiling water until just 'al dente'. Drain and drizzle with olive oil. Transfer to a large bowl with sliced onions and pour over Maille® Vinaigrette de Dijon. Season. Toss lightly. Serve in bowls sprinkled with parsley.





Normandy Chicken with Maille Vinaigrette de Normandy

This attractive all-in-one dish combines roasted chicken pieces rubbed with Maille® Vinaigrette de Normandy, roasted red and yellow capsicum, onion wedges and whole cloves of garlic. This dressing gives the chicken a deliciously crisp skin.

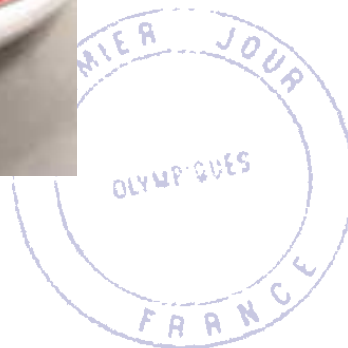
Serves 4

- 1 free range chicken, cut into 8 pieces
- 2 tbsp Maille® Vinaigrette de Normandy
- Salt and freshly ground black pepper
- 1 red onion, peeled and cut in wedges
- 1 red capsicum, seeded and in large pieces
- 1 yellow capsicum, seeded and in large pieces
- 4 whole cloves garlic
- 2 tablespoons olive oil



Preheat oven to 190deg C.

Rub chicken pieces all over with Maille® Vinaigrette de Normandy. Season. Roast for 45 minutes. Place onion wedges, pepper pieces and garlic cloves in a bowl and toss with olive oil. Season. Add to roasting pan. Continue cooking until chicken is cooked through, skin is crispy and vegetables are tender - about another 30 minutes. Serve in the pan.





Green Salad with Maille Vinaigrette de Dijon

Here's a green salad with a real difference – blanched French beans are combined with peas, asparagus, baby broad beans, broccoli florets and chicory leaves then tossed with Maille® Vinaigrette de Dijon and topped with cheesy crumbs.
For a main course version, add 100g chopped double smoked ham

Serves 4

100g thin French beans, trimmed
100g asparagus
100g broccoli florets
100g baby broad beans (podded weight)
75g peeled fresh peas
2 heads witlof (Belgian endive), separated into leaves
2 tbsp Maille® Vinaigrette de Dijon
Salt and freshly ground black pepper

For the crumbs:

30g unsalted butter
60g fresh white breadcrumbs
30g grated cheddar



Blanch the French beans, asparagus, peas and broccoli separately. Drain and refresh under cold water.

At the same time, cook broad beans in boiling lightly salted water, drain and peel off outer skins. Discard these. Place in a large bowl with witlof leaves. Pour over Maille® Vinaigrette de Dijon and season. Toss lightly.

For the cheesy crumbs melt butter in a pan and toss crumbs around lightly

to brown slightly. Scatter over grated cheese and leave to melt for 1 minute.

Tip out onto kitchen paper and leave to cool.

Divide salad between serving bowls and scatter crumbs over the top.



The House of Maille

Since 1747 when the talented Antoine Maille Esquire opened his shop in the Rue Saint-Andres-Arts in Paris, the House of Maille has been associated with top quality condiments.

Over the centuries, the House of Maille has expanded as a result of industrialisation and modernisation in accordance with the highest standards. and continues to meet the expectations of discerning gourmands worldwide.

Maille mustards and sauces have been available to discerning Australian consumers since 1987 and are widely available through leading supermarkets and delis.

Maille Vinaigrettes were introduced in September 2004.

Once opened, make sure they are stored in the refrigerator to retain colour and flavour.

For further information, product samples and digital images, contact:

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