

SERGE'N PEPPER : CHIC, SOPHISTICATED, A WHOLE NEW WORLD OF PEPPER.



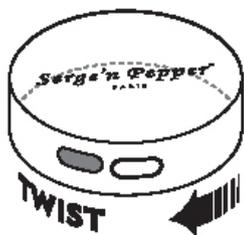
Serge'n Pepper[™] PARIS

It's pepper, but not as we know it.
It's POP, from **Serge'n Pepper**.

The POP collection from *Serge'n Pepper* disproves the common belief that pepper is just, well, pepper. *Serge'n Pepper* presents exotic peppercorn varieties in original blends that produce flavours and aromas that are a long way from their constituent parts.

Kampot, Voatsiperifery, Lampong, Batak, Cubeb and Penja berries are carefully selected for inclusion in Serge'n Pepper blends, whose proportions and milling techniques are a closely-guarded secret.

POP blends from *Serge'n Pepper*: good taste is always within reach



The ground mixtures are stored in *Pocket Pepper Packs*: elegant little containers in the style of old-fashioned pastille tins that slip easily into a pocket or handbag so that they are always to hand. POPs add spice to life no matter where you are.

Points of sale In partnership with Erwann de Kerros*, an explorer well-travelled in many pepper-producing countries as well as an importer-trader, Serge'n Pepper is making an entry into the world of good taste. POPs will go on sale soon at the Grande Epicerie in Paris and in purveyors of fine foods across France. They will be presented in packs of three boxes retailing at €19.50.

*Erwann de Kerros's book about pepper will be published by La Martiniere in October

Serge'n Pepper, a family affair

Angela gave her husband Serge the nickname *Serge'n Pepper* because for years he had been using his own recipes to grind and blend peppercorn varieties from across the world, serving them at home and at friends' houses. The *Serge'n Pepper* brand was born in 2015 with the idea of marketing the blends in a handy box. In October, *Serge'n Pepper* will take his POPs from the exclusive preserves of friends and family to equally appreciative palates far and wide.



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