
**PRESS RELEASE
FOR IMMEDIATE RELEASE
1 March 2012**

A re-launch fit for royalty at La Marina Foods

Rare (adj): something that is not frequently experienced or exhibiting uncommon excellence. Rare is also the word that sums up ever-popular Joburg food supplier, La Marina Foods, as it pushes the envelope when it comes to epicurean gems from all around the world. It's quite fitting then, that they had their lavish re-launch on 29 February 2012. It's a date that only comes around every few years as it encompasses both a leap year and the Year of the Dragon, when we're meant to expect grand things – something that La Marina Foods knows all too well about.

In just under ten years, La Marina Foods has grown so rapidly that they've already moved once and redesigned their store to boast a fresh new space to accommodate more than 1000 new products. In this case, bigger and better go hand-in-hand as they continue to bring in rare delicacies for foodie fanatics and will even source products for customers, should they not find them in store.

Of course, the old favourites such as truffles and foie gras are still there, but they have exciting new products such as Pidy's ready baked pastries – a must for effortless entertaining and De Cecco pasta and sauces brought in directly from Italy. There's also an impressive range of locally made products including organic cheeses from The Green Goose and Rio Largo Extra Virgin Olive Oil – a double gold winner at the 2010 SA Olive awards. Sustainability has always been top of the list for owner Kirsten Jooste and besides the much-loved Loch Duart Salmon and Alaskan crab the company brings in, they now stock SASSI green-listed Oceanwise sustainable farmed kob.

As Food Writer, Anna Trapido, said not too long ago: "When I come to La Marina Foods, I regard it as therapy." Shouldn't you as well?

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