

# Le Parfait

Le Parfait way to preserve your  
beautifully home-cooked food.

**UK MEDIA KIT**





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## Le Parfait way to preserve your beautifully home-cooked food

To cooks in Britain, the word 'preserves' conjures up images of jams, marmalade, pickles, Women's Institute meetings and country crafts. But thanks to an 80 year old French invention and the rising popularity of 'cook your own', all that is about to change.

To the French, 'preserves' means a complete meal lovingly created by hand, then stored in a jar, ready to be plucked from the larder months later for an immediate gastronomic delight.

The difference is the French cook's secret - 'Le Parfait' – the complete food preservation system in glass.

With the rise of country kitchens, farmers' markets and preparing food from scratch to make us all healthier, **Le Parfait** has chosen the perfect moment to expand its distribution nationally across Britain.

Whether it is a [rich tasty casserole or delicate summer soup](#), the secret of French families being able to put great food on the table fast is that it is already in the cupboard. Food preserved 'Le Parfait' style requires no time-consuming defrost; it is ready to reheat straight from the jar. What is more, [Le Parfait preservation](#) keeps all the flavour locked in, so they taste just as good as when they were prepared. This contrasts to the rather insipid, watery nature of many defrosted meals.

We love our home-made traditions, now British cooks can extend their repertoire with no more than a few Le Parfait jars and a pressure cooker. Preserve your favourite recipes or try one of the

tasty recipes on the [leparfait.com](http://leparfait.com) website. It's so easy.

When you cook a meal for your family, just cook twice the amount and preserve the rest for another occasion. So you'll never run out of your favourite dishes, when you're back in a rush and really can't face cooking or when friends drop in unexpectedly.

All Le Parfait jars are made in France from pure, natural materials, which are completely recyclable, so they are kind to the environment. Le Parfait Super jars and terrines are available in a variety of sizes from quality homeware stores and garden centres throughout the UK.

Details of your nearest stockists are available from **Le Parfait Consumer Care** on 0113 201 6738.

Ends

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## A simple guide to preserving the perfect meal

### Step 1: Prepare your Le Parfait jars

Make sure the surfaces are not chipped or show signs of abrasion or residue. Clean the jars, terrines and lids with hot soapy water. Avoid any contact between the jars or the terrines. Do not use metal or abrasive sponges. After cleaning, rinse thoroughly the jars and terrines with hot water and let air dry.

### Step 2: Cook the food

Always use fresh, healthy ingredients. If necessary, blanch vegetables. Remove the giblets from poultry and thoroughly wash the inside with water. Follow the recipe. All operations should be carried out without interruption and without wasting time.

### Step 3: Fill your Le Parfait jars or terrines

Fill the jars or terrines when the preparation is at its hottest - even when it is boiling. Fill the jars or terrines up to the engraved mark or to 2cm from the brim. Wait a few minutes and check that the preparation is properly distributed, without air pockets. Fill again if necessary.

### Step 4: Seal the Le Parfait jars or terrines

Before closing the jars and terrines, be sure to use a new Le Parfait Super rubber seal that fits the size of your jar or terrine.

Scald the seal and position it properly on the jar or terrine. Check that the brim is clean before clamping. A particle trapped between the seal and the glass could spoil your preparation.

Finally, clamp the closing system and proceed immediately to the heat treatment if mentioned in the recipe.

The preservation processes differ according to the recipes – in some, the vinegar, oil or salt act as preservatives and a heat treatment is no longer necessary.

### Step 5: Heat Treatment

Put a clean cloth at the bottom of the pressure cooker to prevent any direct contact between glass and metal.

Fill with hot water and put the cooker on the heat source. When the water starts boiling, immerse your jars/terrines. Be careful not to burn yourself. Place the jars or terrines upright, lids on top. Block them with other containers (full or if they're empty, without covers). Add more water in the cooker: the jars/terrines should be completely immersed. Seal the pressure cooker hermetically.

The time indicated in the recipe counts when the valve starts steaming.





Once the time is over, remove the pressure cooker from the heat source. Cool naturally until all pressure has dispersed. Do not release the valve and do not cool with water as the jars or terrines under pressure could open themselves with this quick cold cooling.

Once cooled down, open the pressure cooker, take out the jars or terrines and store them upright in a cool dry place away from the light.

### **Step 6: Check and store your food**

Let the jars or terrines rest for a few hours until they are completely cooled, then check that each one is perfectly airtight by unfastening the clamp. The lid must stay sealed to the jar and be resistant to pressure.

If the lid of Le Parfait Super Jars or Terrines does not remain airtight once the clamp is unfastened, it may be due to:

- Incorrect filling: too little or too much
- Unfinished heat treatment: not long enough and/or too low temperature.
- Lack of air-tightness: chip or stain on the edge or the lid.
- Old, used, deteriorated or inadequate rubber seal.

If you intend to keep your preserves for several months, do not re-clamp the closing system (Le Parfait Super Jars or Terrines).

Store in a cold dry place away from direct light.

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## Why Le Parfait?

The purpose of Le Parfait is exactly the same as when the company was founded over eighty years ago: to preserve the flavour of food, especially seasonal fruit and vegetables, simply and naturally, so that they are immediately available whenever the cook needs them. Le Parfait was founded in Reims, France, in the 1930s. Steadily, Le Parfait built its fame and became a synonym, in French families, of freshness and flavour. Today, the factory produces over 20 million of the famous 'orange seal' jars every year. A few simple principles drive the brand on.

### **Le Parfait gives you healthy food in and out of season!**

By preserving your own recipes, you know exactly what's in your jar. That's parfait for those with allergies as dishes can be prepared without salt, gluten, dairy or with only organic ingredients. With Le Parfait, what you eat is up to you. Moreover, cooking seasonal products to preserve their flavours all year long is the best guarantee never to run out of what you need.

### **Le Parfait is reliable and lasts a lifetime!**

Le Parfait jars never break down! You can keep them for life as long as you buy new seals or sealing caps at regular intervals. And, because they are glass, Le Parfait jars are 100% recyclable when the time comes to change them.

### **Le Parfait fights against waste!**

WRAP's 'Love Food Hate Waste' campaign estimates that we throw away 7.2 million tonnes of food from our homes every year in the UK. This wasted food costs the average family with children around £680 a year.

Le Parfait encourages families to cook large quantities of food and preserve it: no more leftovers and throwing away. You can preserve complete meals as well as all the fruits and vegetables from your garden or allotment to avoid any waste. That's why Le Parfait comes in a range of sizes to fit every requirement – from 125ml to three litres.

### **Le Parfait doesn't need a freezer!**

While bagging up your food and throwing it in the freezer does not take as long as preservation, frozen meals take a long time to defrost and most of all, taste less good than a preserve made with fresh products. Le Parfait meals take less time to warm up (especially if you want to eat *now!*) and use less energy overall.

### **Le Parfait is in glass!**

Natural, fully recyclable, heat-resistant and waterproof, glass locks in flavour. It is the most healthy and inert material you can use to hold food and drinks. It looks great in the larder, feels a quality product and is transparent – no chance of defrosting the wrong thing because all the bags look the same.



# Le Parfait



## Le Parfait gives you a voice!

Express the creativity of your cooking. Le Parfait provides a 'ready meal' but it is one that bears your own stamp of authenticity. For the ultimate in personal expression, why not decorate your jars and use them as special storage containers for your most precious display items.

Le Parfait is more than ever in tune with our times. **It resonates perfectly with the Zeitgeist of a society that wants to eat well while wasting less and being responsible for our environment.**

## What's so special about Le Parfait®?

- Its **original shape**, which is instantly and universally recognized.
- Its **orange rubber ring**: the trademark symbol of the brand.
- Its **transparency**, which symbolises honesty and purity



## Inspired by Napoleon

Le Parfait is the direct descendant of 200 years of great French cooking.

Nicolas Appert, the French inventor of the airtight food preservation technique was born in 1749 in Chalons en Champagne. At that time, all preservation processes (salting, smoking, sugar preservation, alcohol marination or vinegar pickling) were expensive and allowed only partial preservation, altering the products quality. Appert was fascinated by fire and discovered that, if you heated food in a hermetically sealed jar, you could contain the food, and its original taste and goodness much longer.

In 1800 Napoleon Bonaparte offered a 12,000 franc reward to anyone who could devise a way to preserve food for his troops on the march. After years of experimentation, Appert submitted his ideas and won the prize in 1809.

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## Image gallery

The following images represent just a small selection of those available on request from Le Parfait.

For a larger selection visit [www.leparfait.com](http://www.leparfait.com) or simply give us a call and let us know what you are looking for.



Le Parfait 'Super' – the classic range of preserving jars from France.



Chilli con carne – ready to reheat and enjoy thanks to Le Parfait.



Le Parfait is so versatile – you can preserve fruit, vegetables, jams, pates and complete meals and store them safely until needed.



Because parents want to know precisely what their children are eating, even staples like tomato ketchup are so easy to make and preserve.

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