



For Immediate Release
October 18, 2011

Skillet Street Food's Bacon Jam hits the road in Canada

--Innovative chef spreading the word about his sinfully delicious condiment--

Toronto, Ontario - Chef Josh Henderson, founder and creator of Skillet Street Food in Seattle, WA. (www.skilletstreetfood.com) is proud to personally present his innovative Bacon Jam food product to salivating foodies across Canada. His signature condiment, a mouth-watering mash-up of bacon, onions, balsamic vinegar and brown sugar, has become a much sought after food product in his hometown and a fast rising one across the United States. It is now available in Canada, and for the street-food cognoscenti, its arrival has been wildly anticipated.

“I am personally excited to bring my Bacon Jam into Canada,” said Chef Henderson. “I know Canadians have a hearty appetite for the kind of street food we have developed. Bacon Jam is a high quality condiment using only the very best ingredients. It’s been thoughtfully created, well prepared and bursting with interesting flavours. I’m pretty sure it will become a kitchen staple here, both in restaurants and homes,” he added.

What the heck is Bacon Jam?

Take a big bunch of really, really good bacon, render it down, add a bunch of spices and onions and let it simmer for about six hours. Give it a quick puree, blast chill it, and you have Bacon Jam. Add it to any number of dishes as a topping or include it as a richly flavourful new ingredient.

Bacon Jam makes Skillet's Sliders -- bite-size, juicy all-beef burgers topped with arugula -- the juiciest treat on the streets of Seattle and beyond. But the savoury condiment finds its way into many of his other innovative recipes such as Pork Chops Stuffed with Skillet Bacon Jam -- porknography at its finest -- Bacon Jam, Tomato and Avocado Bruschetta, aka BAT Crostini -- a delicious pairing of fresh garden tomatoes and smoky bacon flavour -- and Seared Scallops with Bacon Jam, Corn Puree and Chanterelles -- a brilliant example of the classic compatibility of seafood and pork..

Who the heck is Josh Henderson?

Chef Henderson graduated from the CIA Hyde Park campus in 1998 and from there took a circuitous route to his present-day career. He did not enjoy working in restaurants, but loved food, the craft, and creating for people. He started a small business catering for photographers on photo shoots, and from that experience developed his signature approach to mobile food.

In 2007, following his strong need to create something that would keep him closer to home, he developed the street food niche, which he felt was under-served at a higher end level. Thus, Skillet was born. He has created a business that sustains itself through impeccably executed food, simply done, and regionally relevant.

Street Food ain't your basic street meat

Skillet Street Food is one of the first food experiences of what has since become a prototype for the international street food movement that has swept the world. Out of a vintage Airstream trailer, Chef Henderson created innovative menus based on American-inspired food prepared with classic techniques and seasonal ingredients. Bacon Jam has become his not-so-secret ingredient for his success.

The reception from Seattleites was immediate and passionate. They were drawn to the chef-driven food, the excitement of being a part of a new, energetic, urban experience, and to the intimate involvement through the use of social media channels that intensified the connection with the Skillet brand. Skillet has since grown into a thriving catering enterprise, supporting weddings, private parties, and corporate events.

“The original Street Food business has become a brand but has not strayed from its roots. The thread is still there: great food prepared with care, technique and the best of ingredients; an innovative experience that consistently surprises and satisfies,” said Chef Henderson.

Available at fine food stores

Skillet Street Food Bacon Jam is available at fine food stores in Canada. A list of retail stores can be found online at www.skilletstreetfood.com/shop.php. Individual jars are priced at \$19.95 for a 300 gram container.

About Skillet Street Food

Skillet is a food products business distributing its signature Bacon Jam product through retailers across the US and Canada. The original Street Food business has become a brand but has not strayed from its roots. The thread is still there: great food prepared with care, technique and the best of ingredients; an innovative experience that consistently surprises and satisfies; and a feeling of being personally connected to Skillet, in all its manifestations. This is our mission -- to continue to deliver on these themes and to continue to find new channels through which we can expand the brand and the family of loyal Skillet customers. For more information please visit us online at www.skilletstreetfood.com, follow us on Twitter [@skilletstfood](https://twitter.com/skilletstfood) and join the conversation #baconjammin.

To arrange an interview or for more information, images or recipes, please contact Susan Willemsen, Renee Lalonde or Savi Pannu at The Siren Group Inc. Tel: (416) 461-5270. Fax: (416) 778-047. Email: info@thesirengroup.com www.thesirengroup.com or on Twitter [@thesirengroup](https://twitter.com/thesirengroup).