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For: PaperChef

**FOR IMMEDIATE RELEASE**

**PAPERCHEF PARCHMENT LOTUS CUPS WIN 2012 SILVER sofi™ AWARD**

-PaperChef's new Lotus baking cups set a new standard in the baking aisles-

**TORONTO** – PaperChef has won the 2012 Silver sofi™ Award from the National Association for the Specialty Food Trade, Inc. (NASFT) for their brand new Parchment Lotus Baking Cups. PaperChef's Culinary Parchment Lotus Cups are one of two finalists to receive the coveted Silver Award. PaperChef won Silver for its elegant design and function in the Non-Food Specialty Item category. The sofi Awards recognize the highest standards of design and quality of product in the specialty food and beverage industry.



PaperChef's Lotus Baking Cups were one of 110 finalists selected from more than 1,935 entries across over 30 award categories. Now, the Lotus Baking Cups will vie for the Gold sofi™ Award. Winners of the 2012 sofi™ Gold Award will be announced at the Summer Fancy Food Show at the Walter E. Washington Convention from June 17-19<sup>th</sup> presented by celebrity host, Chef José Andrés and attended by top culinary influencers from around the world. PaperChef will be displaying their full line of award winning products at booth 315.

"We are thrilled to be recognized as a sofi Award winner for the third year in a row," said Misha Allard, chef of communication at PaperChef. "Our entire PaperChef family is extremely proud to add such a beautiful parchment cup to the collection of our existing collection of products and to be recognized for our innovative, but simplistic and rustic inspired designs."

The PaperChef Culinary Parchment Lotus Cups come in a 3.5 oz size made with PaperChef's award-winning parchment with a non-stick coating on the inside to allow for easy wrapper removal.

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"Cupcakes have become an art form, but would often be ruined by an ugly wrapper that tore at least a third of the cupcake off while attempting to eat it," said Allard. "Inspired by the lotus flower, PaperChef's intention was to maintain the integrity of cupcakes made at home and in professional baking shops."

This is the third year in a row that the PaperChef brand has been recognized for its innovative, easy-to-use cooking techniques that are being brought to household kitchens. In previous years, the PaperChef team was recognized for its easy to use, "en papillote" parchment cooking bags and parchment baking cups.

#### **ABOUT PAPERCHEF**

PaperChef, a Toronto-based company founded in 2010, is a subsidiary of Culinary Papers and McNairn Packaging, a family business that has been making paper products for the food industry since 1882. The company is committed to bringing "The Art of Cooking with Parchment" to North America and the globe. The PaperChef line of products includes parchment rolls, parchment cooking bags and parchment baking cups.

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**EDITOR'S NOTE:** For more information about PaperChef or to arrange to speak with a company spokesperson please contact Nancy Trent or Pamela Wadler at 212-966-0024 or pam@trentandcompany.com.