



Gourmet International

Importers and Distributors of Fine European Gourmet Foods and Candies



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PRESS RELEASE

Gourmet International, Inc. and Niche Gourmet Announce Strategic Management and Distribution Agreement

Caledonia, MI, April 1, 2010 – Expanding their direct import portfolio of European specialty items, Gourmet International has recently completed negotiations with Niche Import Co. of Cedar Knolls, NJ, to acquire the importation, sales and distribution of Niche Gourmet's range of quality specialty food lines effective April 1, 2010.

This is a natural progression for Gourmet International who has distributed many of Niche Gourmet's items and can now work toward expanded distribution and penetration into the marketplace. The high-quality product lines such as Reber, Asbach, Hachez, Pernigotti Chocolate, Butlers, Wicklein, Chocolate Santander, Schuhmann, Borsari, Possmann, and others, are a natural complement to existing lines imported by Gourmet International.

Mike Nitzsche, owner of Gourmet International, states, "We are very excited about this joint effort for both of our companies and see it as a way to focus on bringing quality brands to our retail and distributor partners throughout the country. We have been a fan of all that Terri has accomplished at Niche and are committed to bringing these exciting products to today's consumer."

"Niche Gourmet has reached a point where we need more expertise, presence and reach," says Peter Nelson, who founded Niche in 1991. "Gourmet International understands our business of importing quality items, customer service, and offers the infrastructure for our distributors and retailers to grow successfully." Terri Nelson will remain actively involved in the business.

Niche Import Co. was founded in recognition of the growing need to define, find, and maintain distribution channels for high-quality, upscale gourmet products and beverages. Today, Niche Import Co. still represents, imports, and distributes an impressive range of international wine and spirit specialties. Niche Wine & Spirits remains based in Cedar Knolls and is not part of this Agreement.

Established in 1988, Gourmet International is a family-owned importer and distributor of fine gourmet foods and confections with warehouse operations in Michigan. The company is the exclusive importer of several key brands such as Dallmayr, Bechtle, Schwartau, Feldkamp and Breitsamer. Gourmet International focuses on delivering a comprehensive, high-quality selection of popular European brands to distributors and retailers nationwide.

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