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*Turn Dad's Barbequing Up a Notch this Father's Day with an Extraordinary Specialty Condiment and Seasoning Set*

*40ParkLane Announces Its New 'Gezellig' Product Line That Exemplifies the Enjoyment and Togetherness of Family and Friends*

*Handmade Vinegars, Mustards and Peppercorns Turn Any Meal into a Memorable 'Gezellig' Experience*

CONCORD, MASSACHUSETTS – February 20, 2008 – Father's Day conjures up memories of dad's mouth-watering barbeque and great times with the family. Why not give him the gift of delicious European-style condiments to complement his delectable barbeque skills and bring the family together this Father's Day or this 4<sup>th</sup> of July?



40ParkLane's delectable handmade condiments – the new *Gezellig* line of vinegars, mustards, spice rubs and peppercorns – will turn any recipe into a truly special heart-warming and savory feast. These handmade seasonings are inspired by 40ParkLane founder Hans van Putten's Amsterdam upbringing, where handmade foods brought together family and friends, warmth to the heart and the discerning palate. Ranging in price from \$7.99 to \$14.99, these gifts by 40ParkLane add panache to mom's kitchen, pleasing friends and family.

When van Putten created 40ParkLane, his mission was to provide a momentary respite from the 'busy, have-to-do-it-now' mentality of today - to make delectable handmade foods available and re-create the feeling of being together or '*Gezellig*', reminiscent of the past. *Gezellig* in Dutch means 'relaxed enjoyment with family and friends – fun social get-togethers around the hearth, sharing stories and simply feeling content.'



"Not only am I sharing the wonderful European handmade seasonings but also the memories of my childhood," said van Putten, President of 40ParkLane. "In my childhood home at

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40ParkLane, Bussum, The Netherlands, our extended family and friends celebrated 'Gezellig' together on many wonderful occasions. 40ParkLane's treats help make any gathering 'Gezellig,' said van Putten. (See below Gift Menu for sizes, flavors and pricing.) 40ParkLane's vinegar line has three rich, outstanding flavors: Basil & Garlic Aged in Balsamic Vinegar; Raspberry Vinegar; and Italian Herb Vinegar. 40ParkLane's vinegars are all made with natural ingredients, and are delicious as a dipping sauce with crusty bread or as a salad dressing or mix with olive oil, coarse salt and 4-peppercorn.

The new line of mustards includes: Champagne Honey Mustard; Green Peppercorn Mustard with Seyval Blanc; and Horse Radish Mustard. The mustards are all made with natural ingredients, and can be spread generously on meat before grilling, paired with cheese and crackers or used in a favorite vinaigrette recipe.

The new line of spice rubs for dips and spreads includes: Mexican Herb mix and Italian Herb Mix. Sprinkle on any meat before grilling, mixed in with a little olive oil. Or mix generously with softened butter, spread inside crusty bread and bake for a few minutes in a hot oven.



The "Gezellig" line of condiments also includes 4-Peppercorns. Hans' father's favorite dessert was strawberries sprinkled with ground 4-peppercorn accompanied by chocolate covered ice cream.

40ParkLane also makes award-winning toffee, Sweet & Salty Pecans™ and chocolate barks that make wonderfully scrumptious gifts for Mother's Day, Father's Day, 4<sup>th</sup> of July other holidays or housewarming gifts. (See attached Gift Menu for sizes, flavors and pricing.) All products are available in every day or gift packaging.

40ParkLane's products are available at [www.40parklane.com](http://www.40parklane.com) or by calling 800-656-2940.

40ParkLane also has a retail factory outlet located at 40 Beharrell Street in Concord, Massachusetts. The outlet is open, Mondays through Thursdays, 9 a.m. to 5 p.m., and Fridays, 9 a.m. to 3 p.m. Please call for weekend and holiday hours.

**For media inquiries, please contact Katherine Swift at 508-543-8653 or [katherineswift@comcast.net](mailto:katherineswift@comcast.net) or for downloadable pictures, go to [www.40parklane.com](http://www.40parklane.com).Gezellig**

Description	Size oz.	List Price \$
Basil & Garlic Aged in Balsamic Vinegar	12.7	11.99
Raspberry Vinegar	12.7	8.99
Italian Herb Vinegar	12.7	8.99
Champagne Honey Mustard	9	7.99
Green Pepper Corn Mustard	9	7.99
Horseradish Mustard	9	7.99
Mexican Rub for dips, rubs and spreads	2.5	8.99
Italian Rub for dips, rubs and spreads	2	8.99
4 Peppercorns, black, white, green and pink	6	14.99