



## **MEDIA RELEASE**

### **Australia cuts the mustard with La Maison Maille Shop in Shop Boutique** *First mustard emporium outside of Europe for Australia*

The first La Maison Maille Shop in Shop Boutique in the Southern Hemisphere will open its doors to customers on 28<sup>th</sup> January 2014, offering the world's most exclusive mustard to customers in Victoria's Mornington Peninsula. The Australian La Maison Maille Shop in Shop Boutique joins a line-up of the world's most famous food destinations including Paris, London and Dijon.

A complete mustard emporium and unlike anything else in Australia, La Maison Maille in Mount Eliza will be a destination for connoisseurs, complementing the existing gourmet food and wine offering within The Mornington Peninsula with a set of 22 mustards, vinegar and vinaigrette varieties will be housed within the walls of La Maison Maille.

The world's most exclusive mustard 'Maille Chablis white wine and black truffles', which is only produced for a five month period each year, will be on offer within La Maison Maille. Directly coming from the pump in Paris La Madeleine to Australia by air and retailing for \$100 per 100mL, this special blend of elegant flavours includes wine sourced from Chablis, the renowned Burgundy wine region and black truffles from the Drome region in France. "You wouldn't cook a premium cut of beef and scrimp on the condiments," says Adrian Richardson, television chef (Good Chef, Bad Chef) and Maille Ambassador. "No matter the meal, from your first bite to your last, the mix of flavours combined with premium ingredients is the recipe for the perfect dining experience."

La Maison Maille will also be the exclusive location for Australians to experience the authentic French porcelain Maille mustard pump. Over 267 years in the making, the fresh 'Maille mustard with Chablis white wine' will be served in the traditional method directly from the pump into sandstone jars hand-made in France which will highlight the special characteristics of this mustard, including a richer, creamier consistency and nuances of spice.

"Quite often, it's actually the condiments that become the hero of the meal as they enhance and highlight each and every dish. Whether it's a drizzle of three-year Aged Balsamic over your bruschetta, or a blue cheese mustard to complement your beef fillet, the versatility of the product range available at La Maison Maille is astounding," said Adrian Richardson.

"The heritage and quality of Maille products make this the ideal way to highlight any meal. The right sauce, mustard, vinegar or vinaigrette can propel your entrée, main or dessert to a meal fit for royalty."

**ENDS.**

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#### **ABOUT MAILLE MUSTARD**

With 267 years of expertise, La Maison Maille sets the standard for Dijon mustard and is an ambassador of French culinary refinement around the world. Founded by Antoine Maille in 1747, La Maison Maille was the official supplier to the Kings of France and many European Royal Courts, including the Royal Court of England. Today, Maille is available in more than 70 countries, and the leading premium brand on the Dijon market in most countries. Inspired attention to detail, premium ingredients, and a quest for perfection uphold the highest levels of excellence in quality, unique flavours and textures. Maille is committed to the belief that the right condiment can define and reveal a whole meal. For more information visit [www.maille.com](http://www.maille.com) or [www.facebook.com/MailleAustralia](https://www.facebook.com/MailleAustralia).