

LA TIENDA

The Best of Spain

WHOLESALE CHEF'S PROGRAM

Over the last decade or so, the traditional flavors and ingredients of authentic Spanish cuisine have begun to take their rightful place in the US culinary world. One of the cuisine's most passionate and knowledgeable supporters is the Harris



family, founders of La Tienda, a company that has supplied US and Canadian customers with fine Spanish food since 1996. The Harris's love of Spanish food and culture began while living in Andalucía in the 1970s, and the family continues to think of Spain as a second home. La Tienda was the first importer of *Jamón Serrano* to the US, and also worked tirelessly for close to 8 years in partnership with a key supplier to gain USDA approval to first import the famed *Jamón Ibérico*. "The very best of this style of ham is known as *Jamón Ibérico de Bellota* and comes from pigs that are free to roam the forests of the dehesa," says Tim Harris, CEO. "They gorge themselves on acorns from oak and cork trees. It is sustainable agriculture at its most basic. The importance of jamón in Spanish cuisine can't be overstated."

But La Tienda is about much more than just jamón. We import around 1,000 products selected from more than 80 producers, including cheeses, chorizos, olive oils, saffron, paella essentials, and even par-baked bread from Galicia. Many of the small-scale, artisanal producers we work with had never exported before, and we support them from two offices in Spain located in Valencia and San Sebastián. Jonathan Harris, President & Creative Director, personally selects each and every new product that we carry.

LA TIENDA WHOLESALE CHEF'S PROGRAM

La Tienda is proud to have wholesale relationships with some of the most well known restaurants in the US. Our wholesale program offers the following benefits to Chefs and other foodservice buyers:

- Largest selection of Spanish foods available in the US
- Highest quality, artisanal Spanish foods, cookware and tableware hand selected by the owners; many are La Tienda exclusives
- Competitive pricing due to buying direct
- Dedicated wholesale staff and quick response times
- Ability to offer terms to qualified applicants
- Family owned and operated



To view our entire line of products, visit latienda.com, our retail website. For wholesale pricing or other inquiries, contact Marcela Estrada, Wholesale Accounts Lead, at marcela@tienda.com or 866.528.4363.