

## **The New Uses of Vinegar**

FLEISCHMANN'S PRESENTS A SERIES OF VINEGAR PRODUCTS THAT WILL SOON BE  
AVAILABLE TO THE RETAIL MARKET

### **IMPACTO TRANSLATIONS**

By the editor

Few items have as many curative and domestic uses as vinegar. The unique thing regarding this liquid is what people say about its ability to cure. True or not, these remedies have been passed from one generation to another through the oral tradition of grandmothers. That is why, several weeks ago, when introduced a new variety of vinegars, I was curious and went to what is called a "Vinegar Tasting".

The idea was very original. We were invited with a group of journalists from the metropolitan Los Angeles area, to attend a restaurant in Whittier, where the Fleischmann Vinegar Company made an impressive Vinegar presentation of the different vinegars they produce. The results were surprising. A majority of the writers present did not know that so many varieties of vinegar exist. In the case of Fleischmann's, this company is well over 100 years old in the market and is carrying out a series of changes to its products to adapt them to the new needs of the market.

The first of the vinegars that was served was one of rice, which was sampled with bread. It was a rich sensation, because despite the acidity, you could taste the flavor of the rice. Immediately following, a very appropriate red wine vinegar was presented next to salad, and made an excellent pairing. This product is considered part of the organic line of the company's vinegars. Next, the waiters served a Champagne Vinegar, which served to accompany the meals. This product was really special, because nobody imagined that the vinegar could be served as a beverage -- much less did we believe it could accompany a delicious dinner. The objective of this Vinegar Tasting was to familiarize the mass media with this new product, a special presentation prior to the Healthy Harvest Show in Long Beach, this past 27 and 28 of September. Without a doubt, the vinegar of Fleischmann's will give a lot to talk about in the coming months.