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CONTACTS:  
Richard King  
[richard@ellerbefinefoods.com](mailto:richard@ellerbefinefoods.com)  
Tanner Agar  
[tanner.agar@thechefshelf.com](mailto:tanner.agar@thechefshelf.com)

Paige Hendricks, 817 924 2300  
[pkhendricks@phprinc.com](mailto:pkhendricks@phprinc.com)

***Local online retailer The Chef Shelf launches sales  
of Ellerbe Fine Food Chef Molly McCook's individually packaged  
Hawaiian Red Sea Salt and Za'atar Blend***

(Fort Worth, TX) --- Ellerbe Fine Foods has packaged Executive Chef Molly McCook's flavorful Hawaiian Red Sea Salt and Za'atar Blend Spices for sale on a new online retail site. Her signature salt sells for \$13 and the Za'atar Blend for \$11.

Regular Ellerbe customers will recognize both delicacies: the red crystals adorn every dining experience at the restaurant when a salt cellar is placed on each table with bread and butter at the start of each meal. Her Hawaiian Red Sea Salt is known for its distinctive color and unique flavor, derived from volcanic baked clay called 'Alae.' The clay adds slightly toasted notes and depth of flavor to the finishing salt.

Chef McCook's Za'atar spice blend is a savory addition to vegetables, salads and grilled meats. Popular across the Mid-East and Mediterranean climes, Za'atar recipes are often passed down through generations; this versatile spice can be as individual as one's own family.

"We want to help chefs and restaurants enter the prepared food market," said Mr. Agar. "We eliminate barriers to entry and provide development, management, marketing and fulfillment services to sell the products via their restaurants, The Chef Shelf [website](#), and other retail channels."

Molly McCook, co-owner at Ellerbe Fine Foods, was asked by The Chef Shelf founder Tanner Agar to share her products with retail customers at his new web shopping portal dedicated to specialty foods branded by chefs and restaurants. Ellerbe is an award-winning farm-to-table restaurant and market located in Fort Worth's Near Southside district at 1501 West Magnolia Avenue. Trained in sustainable dining practices in some of the country's finest restaurants, Chef McCook's salt and the Za'atar spices are just two of many special touches that highlight innovative, seasonal menu items from the Ellerbe kitchen. Chef McCook will be sharing her culinary talents with [James Beard Foundation](#) guests in New York at the James Beard House on June 9, 2014, date of the opening of the restaurant in Fort Worth in 2009.

The Chef Shelf, founded in 2013, sells and ships authentic specialty foods domestically and internationally from their headquarters in Fort Worth, Texas. Products include sauces, cookbooks and spices. Soon, mail order goods such as pastries, cheeses, and BBQ will be added.

Ellerbe Fine Foods, named one of the 10 best new restaurants in America by *Bon Appétit Magazine* in 2009 and garnering dozens of awards in its nearly five years on West Magnolia Avenue in the bustling near Southside Fort Worth neighborhood, is open Tuesday through Friday for lunch from 11:00 a.m. until 2:00 p.m. Dinner is served Tuesday through Thursday from 5:30 p.m. until 9:00 p.m. and Friday and Saturday from 5:30 p.m. until 10:00 p.m. For reservations, call Ellerbe at 817-926-3663 or visit [www.opentable.com](http://www.opentable.com). Ellerbe provides valet parking for patrons. Ellerbe also offers catering and special events services both on and off-site and designs in-home chef special event services. For menus, restaurant news, and special event information, visit [www.ellerbefinefoods.com](http://www.ellerbefinefoods.com) or find them on [Facebook](#) and [Twitter](#).

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