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"Top Chef" Season Five Winner Hosea Rosenberg to Collaborate with Boulder Food Company on Artisanal Pestos, Spreads and Tapenades

Chef will develop recipes and educate consumers about Piccolo and Ciolo products for home-cooked meals and entertaining

Lafayette, Colo., March. 25, 2009 – Chef Hosea Rosenberg, Bravo's "Top Chef" season five winner, will collaborate with Boulder County-based artisanal food company Tellory Inc. on a new product line as well as a recipe booklet for its existing Ciolo and Piccolo lines of pestos, spreads, dips and tapenades.

Rosenberg, the Executive Chef of Jax Fish House in Boulder, Colo., also will make public appearances to demonstrate uses for Ciolo products at Whole Foods, where they are sold exclusively, and for Piccolo at mainstream food stores throughout New York City, New Jersey, Colorado and New Mexico.

"We started talking with Hosea about working with us two or three months ago, well before we knew he'd won Top Chef," said Mallory Kates, CEO of Tellory. "Our goal was to involve a chef in our company who understands our products and who can provide creative inspiration." Kates said. Tellory also plans to work with Rosenberg to develop a new chef-inspired product line.

Rosenberg will continue in his executive chef role at Jax Fish House while working with Tellory. "Developing recipes and products with Tellory will give me another creative outlet," said Rosenberg. "Their products represent a full spectrum of flavors and combinations. That's what attracts me about the idea."

Tellory currently sells its Ciolo line of preservative-free, artisanal pestos, dips and spreads exclusively to more than 100 Whole Foods Markets nationwide. In December 2008, the company launched Piccolo, its second brand of equally flavorful, natural hand-crafted tapenades, spreads, dips and pestos, in several cities. All products are created using fresh, high-quality ingredients in the company's modern plant just outside of Boulder, Colo.

Products include Artichoke Pesto, Green Olive and Almond Pesto, Spinach Feta Dip, Smoked Gouda Spread, Pimento Cheese, Kalamata Tapenade and "Tzing!" a Roasted Asian Eggplant spread.

The first retailers to carry the Piccolo line include King Soopers and Lucky's Market in Colorado; Fairway, Zabar's, Westside Markets, Amish Markets and Zaytuna Market, all in the New York City area; Kings Super Markets in New Jersey and Eldorado Supermarket in New Mexico.

Ciolo and Piccolo products have a shelf life of 30 to 60 days and a retail price ranging from \$5.49 to \$6.99. Tellory products are produced with a commitment to protecting the environment. The company uses biodegradable plastic containers and has a company-wide recycling program. Serving suggestions and recipes can be found at www.ciolofoods.com and www.piccolofoods.com.

About Tellory Inc.

Tellory Inc. is a Colorado-based company founded in 2006 as Chello Foods. The company sells its Ciolo line of preservative-free, artisanal pestos, dips and spreads exclusively to more than 100 Whole Foods Markets nationwide. In December 2008, the company launched Piccolo Foods, its second brand of equally flavorful, all natural, hand-crafted tapenades, spreads, dips and pestos, in key U.S. regions. Co-founders Curt Tellam and Mallory Kates take special pride in the fact that they not only source their own ingredients, their company also manufactures every product from its own facility in Boulder County, Colorado.

About Chef Hosea Rosenberg

Hosea Rosenberg, originally from Taos, New Mexico, realized that he wanted to be a professional chef while attending the University of Colorado for his Bachelors of Science in Engineering Physics. After graduation, he began to devote his time and career to conquering his goal. Past positions include cooking for Wolfgang Puck, Kevin Taylor and Sean Yontz, as well as serving as the chef of Dandelion Restaurant and Triana Restaurant in Boulder.

Hosea first joined the Big Red F Restaurant Group as Sous Chef at Zolo Southwestern Grill before moving to Jax Fish House Boulder in January 2004. During his tenure at Jax, Hosea has won numerous awards and accolades: Winner of Bravo's "Top Chef" Season Five; Best Chef of Denver International Wine Festival (2006, 2007); seven-time, undefeated winner of the Flatiron Chef Competition; Guest Chef at the James Beard House (2007). Jax Fish House has also been named Best Seafood Restaurant in the Denver/Boulder area since opening in 1994.

