

FOR IMMEDIATE RELEASE

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## **AMERICAN PROSCIUTTO MAKER DECLARES “HAM INDEPENDENCE”**

*Specialty retailers and chefs across the nation to celebrate American-made prosciutto and charcuterie June 29-July 4; La Quercia team to make their fifth annual Ham Independence Ride.*

DES MOINES, IA, June 8, 2016 – La Quercia, Iowa’s award-winning cured meat company, is taking on its European competitors with Ham Independence Week, a celebration of artisan cured meats. Said La Quercia co-owner Herb Eckhouse, “Too long have Americans toiled under the hoof of foreign ham powers! No longer dependent on other nations for artisan cured ham, America is finally ready to assume its rightful place.”

La Quercia has been making handcrafted prosciutto in Iowa for a decade, using humanely raised pigs from family farms in the Midwest. The company’s products, which include several varieties of prosciutto, pancetta, coppa, guanciale, lardo and salami, have been embraced by taste-making chefs and retailers, and hailed by *Food & Wine*, *Bon Appétit*, *Vogue* and many other publications.

During Ham Independence Week, June 29-July 4, more than 40 select retail locations across the country, including Zingerman’s Deli in Ann Arbor, Mich., Antonelli’s Cheese Shop in Austin, Texas, and Di Bruno Bros. gourmet grocery in Philadelphia, Penn., will host unique prosciutto sales, tasting events and cured meat classes. Fans can vote online for the retailer with the most creative displays and activities during Ham Independence Week at [www.hamindependence.com](http://www.hamindependence.com). The retailer with the most votes will win a whole Acorn Edition Prosciutto leg from La Quercia. (This prosciutto, one of the company’s varietal offerings, comes from heritage breed pigs fed a diet of 60 percent acorns during their last four months, and is aged 3 years. The result is a deep red prosciutto with a nutty fragrance and sweet, buttery finish.)

Also during the week, Herb Eckhouse and his son, Aaron, will be making their fifth annual Ham Independence Ride. Herb describes their activities along these rides as “rousing the troops, kissing babies and feeding everyone prosciutto.” This year’s ride includes stops in Brooklyn NY, Ann Arbor MI, Salt Lake City UT, Portland OR and Bellingham WA. Herb and Aaron will be sampling Acorn Edition Prosciutto at pairing events, tastings, cocktail parties, and special dinners along the trail. Space at each event is limited; ham-lovers can check out <http://www.hamindependence.com/events> for more details.

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The 2016 Ham Independence Ride schedule:

6/27 Ham & Cheese Party with [Cellars at Jasper Hill](#) at the [Wythe Hotel](#) (Brooklyn, NY)

6/29 La Quercia Dinner at [Hamlet](#) in Portland (OR)  
6/30 Wine & Cured Meat Tasting Night at [Old World Deli](#) (Bellingham, WA)  
6/30 La Quercia Pairing Event at [Zingerman's Deli](#) (Ann Arbor, MI)  
7/2 La Quercia Cured Meat Class at [Liberty Heights Fresh](#) (Salt Lake City, UT)

### **About La Quercia**

Husband and wife Herb and Kathy Eckhouse began La Quercia with the goal of making uniquely delicious cured meats from humanely raised American pork. Their appreciation of fine cured meats was sparked by several years living in Parma, Italy, but it was the bounty of the Midwest that inspired them to start curing meats in their Des Moines, Iowa, basement a decade ago. Although the company now operates in a much larger facility in nearby Norwalk, Iowa, they still salt, turn and trim each piece by hand in their aging rooms. Learn more at [www.laquercia.us](http://www.laquercia.us).

La Quercia's products are available directly to consumers via mail order. The full lineup of products is here: [http://laquercia.us/order\\_cured\\_la\\_quercia\\_meats](http://laquercia.us/order_cured_la_quercia_meats).

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To interview Herb Eckhouse and learn more about Ham Independence Week, contact Ruth Holbrook (contact information above) or call 515/981-1625.

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