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Mikey's
"New York Steak"
Marinade

Press Release

For immediate release:

Introducing Mikey's "New York Steak" Marinade

Bethpage Resident Bottles Longtime Family Gourmet Recipe

Hicksville, NY April 15, 2005: Nassau County resident Michael Romano got so many requests for his marinade recipe over the twenty years that he has been using it, that he finally decided to bottle it for sale.

"Friends and family always comment on how delicious my steaks taste off the grill," said Mr. Romano, a resident of Bethpage. "We even dare to call it the best on the planet!"

Mr. Romano explains that his Mikey's New York Steak Marinade is made with specially selected ingredients that are naturally aged and then brewed. His blend of unique spices, he says, enhances the natural flavors of meats rather than masking them.

Not only is the recipe still a family secret, but Mikey's Marinade is truly a family project. Mr. Romano's wife Clare, sons Matthew and Michael, and daughters Kimberly and Tara, all have a hand in the project, from label development to packaging and shipping. "Sharing the enjoyment with people who enjoy the full flavor of life makes it worth all the effort," says Mr. Romano.

Mr. Romano credits his taste for flavor to his upbringing in Hicksville in an Italo-American family. A certified sommelier, he is a perennial student of fine wines and travels the world searching for flavor. According to Mr. Romano, the key to the appetizing flavor of Mikey's Marinade, made from a naturally brewed and fermented soy base, is the Umami factor.

"While taste physiologists have traditionally pointed to four basic flavors - sweet, salty, sour and bitter," he says, "Japanese culture has long held the notion of a fifth flavor, umami. Today, umami is rapidly gaining acceptance in Western culture, thanks in no small part to the increasing popularity of Asian cuisine.

Often translated as "savory" or "brothy," umami can be described as the tongue-coating, meaty flavor of sautéed mushrooms, a juicy steak, aged cheese, or a rich stock. The umami taste is especially present in protein-rich foods.

"Mikey's New York Steak Marinade is a complex flavor enhancer," advises Mr. Romano. "There is nothing ordinary about Mikey's, a true gourmet treat for those who love flavor!"

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