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NEW KDHAMPTONS FEAST END DIARY: PETER PIERCE'S HAMPTONS SALT COMPANY ADDS TASTE TO YOUR SUMMER

By Sam Bedard



The latest luxury in epicurean cooking is artisanal sea salt, particularly those made using only all natural ingredients. Enter Hampton Salt Company, founded by Peter Pierce to provide his family an organic alternative to chemical laden table salts. "As a concerned father, I am cautious about what my family eats and once I began researching salt, I discovered that most of the salt Americans consume is actually nothing more than chemicals. Refined salts are stripped of all natural minerals found in the sea and most contain potentially unhealthy anti-clumping additives," says Pierce. "I

went to our cupboard and got rid of all the refined salts, including my box of kosher salt. This is how Hampton Salt Company was born and since then, I've created an amazing assortment of all natural salts from around the world." *In this NEW KDHamptons Feast End Diary, Peter Pierce explains how his new salts will transform your delicious summer dishes, below:*

KDHamptons: How long have you been coming to the Hamptons? Why do you love it here so much?

Peter Pierce: My first summer in the Hamptons was in the early 90's. Like many young adults working in New York, I was in a crowded summer share house. I really fell in love with the Hamptons natural beauty, beaches, restaurants, lifestyle and couldn't wait to return each summer. Once we purchased a home, I really got to understand how wonderful it is all throughout the entire year.





KDHamptons: Which of your salts would fit best at a Hamptons dinner party? What dish would you pair with it?

Peter Pierce: Our Hamptons Finishing Salt is the perfect salt for any dinner party. It is a blend that I created of the finest salts from the UK, France and the Mediterranean. It is dazzling white with beautiful flakes. It is perfect to finish off a Montauk fluke crudo, perfectly grilled steak or vegetables. It also comes in a chic jar that looks great on even the most elegant Hamptons table.

KDHamptons: Do you have any favorite meals from Hamptons restaurants that you would love to add your salts to? If so which ones?

Peter Pierce: There are so many great restaurants producing fabulous dishes. I usually carry our Finishing Salt with me, just in case something needs a little sprinkle. Stay tuned, I hope to introduce a small Hamptons Salt To Go, so everyone can always have us close at hand. Cinzia Gaglio at Osteria Salina is currently featuring our Smoked Chardonnay Oak Salt on their 20oz NY Strip Steak. So make sure you are hungry, next time you visit them!



KDHamptons: Your infused salts look amazing. Can you share some delicious recipes that would include any of your infused salts?

Peter Pierce: The best place to go for inspiration is to our Facebook, Instagram or Twitter pages on how to use the salts. We post lots of photos and recipe ideas. Our BlackTruffle Salt is one of our top sellers. It is great on hand cut fries, popcorn and

it is the only way my daughter will eat scrambled eggs. I love our Lemon Salt in a fresh baby kale salad, mixed simply with great olive oil, ground pepper and parmesan cheese. Our Espresso salt is perfect as a rub on a steak before grilling or simply sprinkled on vanilla ice cream as an dessert enhancement. Every salt has a description on our website (HamptonsSalt.com) and ideas on food pairing.

Hamptons Salt Company's thirteen varieties of infused salts (\$21.99-\$29.99) run the gamut of unique flavors, from the unbelievably spicy Ghost Pepper, to the sweet Vermont Maple Syrup, to more robust tastes such as Garlic and Rosemary or the decadent Black Truffle.

KDHamptons: Where can we buy your salts in the Hamptons?

Peter Pierce: Our salts are available at Round Swamp Farms, Schmidt's, Loaves & Fishes, Red Horse Market, La Maisonette, In Home, Harbor Market and Gosman's. The full assortment is available online including our gift collections that make a delightful host/hostess gift at HamptonsSalt.com.





"I hope you'll follow my challenge to rid your kitchen of refined salts and replace them with some of our amazing sea salts from around the globe," says Pierce. "Our process is simple. We take great sea salt and combine it with all natural ingredients to produce powerful flavors with a slight sprinkle."

KDHamptons: Can you describe your perfect day in the Hamptons?

Peter Pierce: Probably head off to Estia's for breakfast (and there is no wait) then a little shopping at Marder's, Mecox, or the village. Home to grab a light lunch and head to the beach for a couple hours (including a little nap). That evening have a few friends come over for a BBQ with good food, nice wine, great conversation and of

course some amazing salt!

*For more delicious recipes & dinner party ideas head to their Facebook page or visit their website to order their salt now!

