



FOR IMMEDIATE RELEASE | October 24, 2011 | Contact: Frank D. Pyszkowski | 804-359-5786 |  
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## THE SPICE HUNTER® LAUNCHES NEW WEB SITE

*Everything you need at your fingertips...*

**San Luis Obispo, Calif.** – Easy to navigate and designed with consumer conscious, The Spice Hunter is proud to announce the launch of its new website, *Spicehunter.com*. The redesigned site reflects the company's focus on gourmet and natural food consumers and showcases our extensive product lines through a simple and user friendly approach. A fresh feel to the site, new tools and expanded content will appeal to new cooking enthusiasts and give our longtime customers the interactive content they were looking for.

"Our online visitors will now experience a more vibrant and educational view of the Spice Hunter products and its online resources," says Frank Pyszkowski, Senior Vice President of Sales and Marketing. "We have created a one-stop source to inspire our audience with our new content, making visits to the Spice Hunter more exciting and informative than ever."

### **Content Deeper and More Accessible**

In addition to our online store and a library of recipes, the new Web site offers users educational and innovative ways to utilize our products. The site is organized to provide quick and direct access to all of these resources and if a user is not sure exactly where to look for specific information on *spicehunter.com*, the newly developed site-wide search engine will help.

Among the features on *spicehunter.com* homepage, "Spice School; Spice Antioxidants" provides how-to information on spices and herbs, how-to add dimension, flavor and a little something extra like antioxidants. The site also provides information about products and usage, spice substitutions, new innovative recipes, holiday menu guides and Spice Hunters commitment to sustainable practices.

The Spice Hunter Web team has been developing the new design over the past few months with RoKa, Inc, a marketing design firm, to better support the multifaceted mission. "This new design was created specifically for our online audience," says Pyszkowski. "With detailed product information, high-quality how-to videos, podcasts, recipes and educational content that will help make the Spice Hunter extensive resources more attractive and accessible to our audience."

To shop online at Spice Hunter's new web site, learn more about The Spice Hunter products and try new recipes, visit [www.spicehunter.com](http://www.spicehunter.com).

### **About RoKa**

*RoKa, Inc, located in Beaverdam, Virginia, is a visual branding firm in the business of communicating a company's marketing message in distinctive ways. Founded in 1995, by Robin Schroeder, RoKa focuses on the creative strategy to gain a deeper understanding of each client's business goals so that every communication tool produced will maximize the message.*

### **About The Spice Hunter**

*The Spice Hunter, Inc. headquartered in San Luis Obispo, Calif., produces an extensive line of herbs, spices, blends, grilling spices, and organic spice varieties as well as all-natural, convenient gourmet foods including instant soups, seasonal beverages mixes and Turkey Brine. All products are available at grocery and specialty retail stores throughout the U.S. and Canada and on-line at [www.spicehunter.com](http://www.spicehunter.com) or through mail order by calling (800) 444-3061.*

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