



FOR IMMEDIATE RELEASE | December 6, 2011 | Contact: Frank D. Pyszkowski | 804-359-5786 |  
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## THE SPICE HUNTER® UNVEILS A NEW SALT FREE GOURMET GRILLING SEGMENT OPPORTUNITY WITH EYE CATCHING JARS

*Ten All Natural, Salt Free Grilling Blends*

**San Luis Obispo, Calif.** – Responding to the increasing number of Americans concerned about their salt intake, The Spice Hunter has introduced updated labeling for its line of gourmet, salt free grilling seasonings.

The packaging updates, appearing on The Spice Hunter's ten salt free grilling blends, include a distinct "salt free" call out on the label and safety seal. In addition, a black cap has replaced the brands traditional green cap for more distinction.

"We know that an increasing number of consumers are more conscious of their salt intake, so we felt it was the right time to call out this segment opportunity to both the trade and the consumer," says Frank Pyszkowski, Senior Vice President of Sales and Marketing. "We chose a look that stayed true to our brand, yet made our salt free attributes more prominent. This exceptional product line addresses consumer's desire for quality, healthy grilling seasoning options without sacrificing taste."

### Bringing Gourmet to Grilling

The Spice Hunters' salt free grilling blends take the guesswork out of seasoning and create the ultimate addition to an outdoor kitchen. Grilling Blend varieties include Barbecue Spice, Cowboy BBQ Rub, Garlic Pepper, Jamaican Jerk, Key Lime Pepper, Lemon Pepper, Mesquite, Poultry Grill & Broil, Seafood Grill & Broil and Steak & Chop Grill & Broil. The blends contain only 100% all natural spices and herbs, uniquely sourced from the around the world.





Combining quality with convenience, The Spice Hunter also features delicious serving suggestions on every jar and offers no-fail recipes on the website for each of the blends. All of The Spice Hunters products, including the salt free grilling blends, are all natural and contain no MSG or preservatives.

The new packaging will start rolling out nationally the week of February 6, 2012. The product line is available at select retailers and online at [www.spicehunter.com](http://www.spicehunter.com).

**About The Spice Hunter**

*The Spice Hunter, Inc. a C.F. Sauer Company, headquartered in San Luis Obispo, Calif., 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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