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THE SPICE HUNTER'S NEW LINE OF GLOBAL FUSION RUBS DELIVERS INNOVATIVE FLAVORS AND PREMIUM QUALITY

After exhaustive research of evolving U.S. purchase habits and emerging flavors in the increasingly multicultural American food scene, The Spice Hunter is seizing the opportunity by fusing global flavors into innovative and delicious combinations. Their global fusion rubs provide busy home cooks with a simple way to add great flavor and creativity to their meals whether they are cooking for one, a family or entertaining friends.

As the demographic landscape of America changes, so do the palates' flavor expectations. Smoky flavors, spicy and sweet pairings, and bitter tastes of pickled foods are gaining in popularity. These trends serve as the inspiration for The Spice Hunter's blends. The fact that their products are sourced from all over the globe positions The Spice Hunter as a leader in flavor discovery.

The new line is comprised of seven rubs that are inspired by different cuisines from around the world. Two of the flavors, Chipotle Cinnamon and Smoky Chile, are inspired by Mexican cuisine which has seen a rise in popularity in recent years. Mild Sriracha and Coriander Lime draw their inspiration from the exotic flavors of Thailand. Smoky Turmeric and Tandoori are inspired by the warm aromatic flavors of Indian cuisine. Finally, Spicy Garlic draws inspiration from harissa, a popular North African condiment. The rubs are a natural fit for the upcoming grilling season, but The Spice Hunter has provided usage suggestions to educate consumers how to use these rubs year round. For example, the Mild Sriracha blend makes a delicious dip and the Chipotle Cinnamon pairs perfectly with roasted sweet potatoes. The rubs are rated by level of spiciness and provide a nice range for adventurous and sensitive palates alike. Erin Hatcher, Marketing Director for The Spice Hunter, remarks, "We are confident that these flavors will entice consumers. Today's trends indicate that consumers are becoming more adventurous and are seeking out interesting and unique flavors. This line of global fusion rubs allows consumers to take a flavor journey and experience something new and exotic."