



FOR IMMEDIATE RELEASE | May 25, 2016 | Contact: Megan Thomas | 1-800-688-5676

Coriander Lime Global Fusion Rub from The Spice Hunter Wins Coveted Gold SOFI Award

Richmond, Va. – It was announced today that Coriander Lime Global Fusion Rub from The Spice Hunter won the 2016 Gold Award for the Baking Ingredient, Baking Mix, or Flavor Enhancer category from the Specialty Food Association.

Launched in March 2016, Coriander Lime Global Fusion Rub from The Spice Hunter bursts with the flavors of fresh squeezed lime, garlic and coriander, with just a hint of cumin and jalapeno. The Spice Hunter team found inspiration in the fresh flavors of Thailand, along with the rich, vibrant and authentic tastes and aromas found there. Coriander Lime adds delicious, complex flavor to chicken, tofu or fish, and also brings great flavor and color to vegetables or rice.

“Coriander Lime Global Fusion Rub is just one of the great choices in our new seven-item line of The Spice Hunter Global Fusion Rubs,” said Ed Rominger, Senior Vice President of Retail Sales and Marketing. “We have a renewed focus on The Spice Hunter’s all natural line of spices, seasonings, and dips with a new sales team and increased marketing support that should drive dynamic growth for the brand.”

Coriander Lime was selected from over 3,200 entries in 28 categories as a Gold winner. Products were judged by a panel of culinary and category experts, who tasted and evaluated each entry in blind tastings in May at the Specialty Food Association offices in New York City, NY. All entries were judged based on Taste, which includes flavor, texture, aroma and appearance, and Ingredient Quality, which consists of creativity and absence of additives / artificial ingredients.

Coriander Lime Global Fusion Rub is available in select grocery stores and through the brand’s on-line store at www.spicehunter.com.

Visit The Spice Hunter at Booth #4139 at the Summer Fancy Food Show June 26-28, 2016 in New York City, NY.

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The Spice Hunter creates and sells All Natural and Organic spices, seasonings, extracts, and mixes for the passionate cook. Founded in 1980, we pride ourselves on sourcing herbs and spices from the most ideal growing regions. Located in San Luis Obispo, California, The Spice Hunter team draws inspiration from local and global food trends alike to create our high-quality, unique products. The Spice Hunter is a subsidiary of The C.F. Sauer Company of Richmond, Virginia.