

Sassy Soles Steps Into Stores Across Texas With Distribution Plans Set For Other Major Us Cities

Texas Couple Creates Innovative Shoe Insert From Class Product and Lands Major Retail Partner

Jan. 18, 2009 - [PRLog](#) -- SAN ANTONIO, TX – Sassy Soles, a beneficial shoe insert developed by San Antonio doctor, Majin Castillo and his wife Laura, earns its first major retail partner this month as it rolls out distribution to HEB stores across Texas. This a tremendous first step in a national sales campaign planned for this unique product.

Made of a soft pliable plastic, Sassy Soles adheres to the inside of the ball of the shoe and keeps the foot from sliding forward. The insert is the only product of its kind to use the patent pending ridge design, a raised strip that fits between the ball of the foot and the toes, essential in keeping the foot in place. The soft gel like surface also creates a cushion under the often-sensitive metatarsal area known as the “ball” making the product not only practical but comfortable too.

Developed in early 2007 by Dr. Castillo during a business school study on new product marketing, Sassy Soles started out as a hypothetical answer to a need his wife had expressed – the need to stay put in her high heels and not slide forward. After a successful response in the project, the Castillos decided to market the product under the name TCG Enterprises, Inc. with a soft launch online and in a local boutique.

After a sell-out appearance on local television show “Great Day SA,” Laura Castillo, acting as the spokesperson for the brand, approached the retail team at HEB stores. Impressed with this new concept on inserts and an interest in supporting upcoming young businesses, HEB representatives agreed to sell Sassy Soles at select HEB Plus stores across Texas.

Sassy Soles hit San Antonio in mid-November. Austin, Corpus Christi and Houston HEB Plus stores were next with several stores in each market. Upon final distribution, the product will be in 33 total stores total in 20 Texas cities. The marketing plan takes the couple to Dallas, New York, Los Angeles and Chicago for further distribution in 2009.

You can find Sassy Soles on the Web at www.sassysolesonline.com.

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