

Wide Range Of Additive-free Spice Blends Now Available For Foodies And Health-conscious Consumers

The Awaken Savor, Inc. product line consists of 57 spice blends grouped in 5 categories which are salt, MSG & gluten free, : Awaken Savor Signature Blends; American Classic Blends; Five-Spice Classic Blends; World Blends; and Salad Dressing Blends.

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Immediate Release

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WIDE RANGE OF ADDITIVE-FREE SPICE BLENDS

NOW AVAILABLE FOR FOODIES AND HEALTH-CONSCIOUS CONSUMERS

Salt-free, MSG-free, Gluten-free, Preservative-Free

LOS ALAMITOS, CA – Feb. 9, 2008 – Many retail spice blends available today include substantial amounts of salt and other additives as fillers or flavor “enhancers”. Instead of making your food taste better, these additives interfere with taste and complicate recipes. Beyond their impact on flavor, many people avoid such additives for health reasons. According to Awaken Savor, Inc. CEO Alicja Lombard, “our spice blends and salad mixes rely on over 100 individual spices to provide multiple layers of flavor that truly enhance your good cooking.”

At the National Association for the Specialty Food Trade (NASFT) 34th Winter Fancy Food Show in San Francisco, Awaken Savor, Inc. sampled several of their 57 spice blends and salad dressing mixes. Sampled beef rubs included “Cowboy Ingenuity” honoring the roots of American barbecue, and “Texas Tear Dropper” for those that like a kick in their steaks. Chicken rubs were represented by “Tuscany Nectar” invoking the storied tastes of Tuscany, and “Sri Lankan Curry”. Salad dressing mixes included Mediterranean flavors of “Green Mermaid” and “Five-Seed” with its mix of sesame, chia, flax, poppy, and tukmaria seeds. “Za'atar” and “Herbes de Provence” rounded out the samples by representing spice blends known throughout the culinary world.

Awaken Savor, Inc. offers products in five lines, including their “Awaken Savor Signature Blends”, “American Blends,” “Five-Spice Blends,” “World Blends,” and “Salad Dressing Blends.” All spice blends are salt-free, MSG-free, gluten-free, and preservative-free. Product sizes include a standard view-tin of approximately 3½ ounces, as well as pouches in 1 ounce (sampler) and 1 pound (bulk) sizes. A refill pouch is also available for those who want to reuse their tins to reduce packaging consumption.

About Awaken Savor, Inc.

The company produces a wide range of salt-free, MSG-free, gluten-free, and preservative-free spice blends and salad mixes to encourage foodies and everyday cooks to explore the flavors of the world's cuisines in their own cooking. The company's spice blends are special—tastes that can only be achieved with carefully chosen combinations of spices and herbs.

For more information on Awaken Savor, Inc.'s spice blends or to order on-line, visit

<http://www.awakensavor.com> or call 562.547.1740

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