



# A MESSAGE FROM KATIE & SARA

Thank you for taking a few minutes to learn more about our company, The Seasoned Palate, Inc. Cooking has always been a secret passion of ours. So launching our first line of organic spices was a truly satisfying moment. Our goal is to bring consumers the vibrant flavors of fresh-tasting organic spices and herbs, and to make that happen we offer two lines of spices and seasonings, tsp spices and Smart Spice.

We introduced tsp spices in 2007. Now we're proud to introduce Smart Spice, a brand designed to bring top-quality organic spices in pre-measured, stay-fresh packets to a wider audience. Available at a lower price point, Smart Spice features four pre-measured 1-teaspoon packets of an organic spice, herb or blend in a slender, smart-looking carton. For Smart Spice, we intend to create even more positive buzz in the food business and in the mainstream media.

The idea behind Smart Spice is that every cook can be a chef!

Smart Spice offers consumers top-quality seasonings the way they are actually used – one teaspoon at a time. Convenience is as much a benefit as the freshness. Instead of having to pay for more spice than they need, consumers can purchase a handy box of four 1-teaspoon packets. And because the packets are protected from light and air, the ones that aren't used right away stay fresh for later use.

Organic, easy to use, full of flavor – and packaged for a long shelf life. That's why we call our brand Smart Spice.

We look forward to introducing fresh, organic spices in every kitchen where cooks want something better.

Katherine Lubber, President  
Sara Engram, Spice President