



WITH SMART SPICE EVERY COOK BECOMES A CHEF.

A revolution in seasonings? Why not? For too long we have had to settle for spices packaged in flavor-wasting bottles that ought to be thrown out every six months. Or maybe they come in tins that protect them from light, but not from air that zaps their freshness.

Introducing Smart Spice. These spices, herbs, blends and kitchen essentials are top-quality and bursting with flavor. And they're packaged to stay that way. Smart Spice comes in pre-measured, foil-lined packets that protect these vibrant seasonings from light, air and moisture, the three enemies of spice flavor.

With other spices, you need to clean out your spice cabinet every few months and start over. With Smart Spice, consumers are making a smart buy. They're getting pure, organic flavor with an extra-long shelf life.

Smart Spice is easy and fun to use. Cooks just tear open a packet, and pour it in their food. The remaining packets stay tightly sealed, awaiting their turn. Instead of having a crowded cabinet with bottles of spices going stale, cooks have on-demand freshness.

Smart Spice includes organic ground spices, organic herbs, organic seeds and peppercorns and a collection of organic or all-natural kitchen essentials, including baking powder, baking soda and cornstarch. The line even has its own one-handed spice grinder that holds exactly one teaspoon.

All in all, we think it's a rather tasty idea. Fresh, organic spices in EVERY kitchen, ALL the time. Why not?

