

News Release

FOR IMMEDIATE RELEASE

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Unique Spices Announces New Products and Expansion Plans

SEATTLE -- Unique Spices, Inc. announced today the unveiling of new products, expansion plans, and the hiring of Vice President Steve Lewis. Unique Spices' Chief Executive Officer, Kendra Willis, made the announcement:

The company's annual sales event is on September 17th, at the Seattle Convention Center. At the convention, Willis will outline details about the company's new products, and also will be hosting five chefs who have been featured on the Netflix series "Chef's Table." "About 8,000 people will be attending the event," Willis says.

"This is the largest number of people we've ever had at one of our conventions, and I'm so excited. It will be great to talk about our expansion and new products, and I'm confident about our company's future," says Willis.

Twenty-six new spice blends will be added to the product line, giving Unique Spices a total of 100 different spices. "These new additions have been created based on customers' interests and reviews from the original blends," Willis said.

In addition to the new spices, 11 sauces will be incorporated into the line. Unlike spices which are sold in packets, the sauces will be sold in jars. An example of one of the new additions is the spaghetti sauce, "Tuscan Dream."

The company's independent sales force has grown over the years to more than 14,000 people in the United States and Canada. Moreover, Willis has decided to expand the company to Australia, the United Kingdom, France, and Germany. "It's time we reach new markets and increase our sales," says Willis. "Europe and Australia will be perfect for us."

To handle the expansion, Willis is hiring new Vice President Steve Lewis. Lewis spent six years at McCormick Inc. working as the vice president for development in Latin America.

"I'm very proud that we're the biggest direct seller of spices in North America. My dream is to make us the biggest in the world, and I believe if we play our cards right, we can do this within five years," said Willis.

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Unlike other spice companies, Unique Spices does not sell its products in stores, but directly to friends, family, and neighbors. Every spice is organic and hand-mixed in the company's kitchens.

"Our company focuses on creating relationships with our customers. By adding personal touch to our products, such as mixing the spices ourselves, we stand out from other companies," adds Willis.

Unique Spices announced today that it will receive the "Golden Spoon" award for excellence by the New York Cuisine Association, a group that rates food products. This award will add on to the previous 25 awards the company has received from competing in various food competitions in North America.

About Unique Spices

Unique Spices was founded in 2005 by CEO Kendra Willis. Willis became interested in the cooking business because her mother owned a local restaurant. Willis wrote a successful spice cookbook called, *Spice it Up!* She then invested in Unique Spices in which her company has continued to grow. Unique Spices is headquartered in Seattle, and the company produces and sells a line of spice blends and has just added a sauce line. With the company's direct selling methods, it allows them to connect with their customers and create relationships. The company has reached over 14,000 people in the United States and Canada and is expecting to expand to Australia and a few European countries.

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