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TSP SPICES LAUNCHES NEW AND IMPROVED WEBSITE

Organic Spice Company Pleases Consumers and Retailers With New User-Friendly Site

ATLANTA (September 2007) – After the rousing success of their fresh organic spice packets, **tsp** founders Katie Luber and Sara Engram decided to launch a new, more versatile website for their consumers and retailers at www.tspspices.com. The dynamic new site simplifies ordering by offering easy to use features and vivid graphics. **tsp spices** is a company that sells fresh organic spices in perfectly measured, freshly sealed, single use packages.

Designed to showcase the quality products, the site was developed by Redhead Companies.

“We wanted to create a site that would convey the fun and excitement of cooking, that would engage people so they’d enjoy spending time there, and that would provide an easy shopping experience. It’s been an exciting adventure. We consider it a showcase website for us,” said Kirk Lutz, Interactive Creative Director at the Redhead Companies.

In addition to traditional website offerings such as company history and current news section, www.tspspices.com includes profiles of the spices as well as an easy-to-navigate list of recipes.

Luber and Engram are both Southerners who were raised on fresh, ripe vegetables and food grown close to home, and their shared love of cooking and appreciation for how full-flavored food can enhance interaction with family and friends became the foundation for **tsp spices**. They consider this interaction the “spice of life” and provide it to those seeking culinary adventures and full-flavored food.

tsp spices is Luber and Engram’s way of making it easier for cooks everywhere to provide healthy, delicious surprises every time and everywhere they serve food to the people they love. Their products, “packets of pure adventure,” make measuring spoons obsolete and also protect spices from light and air to ensure freshness and the fullest flavor. A reprieve from spice cabinet chaos, these one-teaspoon spice packets are stored in tin cans that look great displayed on the kitchen counter, which makes them a perfect gift for home cooks. From lemon zest to marjoram to turmeric, **tsp** offers a variety of individual spices and pre-selected spice collections and gift sets.

Tsp spices website/add one

For both accomplished chefs and culinary novices, yet another adventure awaits in these little packets: the ease and convenience to self-blend. Rather than forcing users to cook with the same flavor combination time and time again, **tsp spices** allow for easy creation of any seasoning set that strikes one's fancy.

For more information on **tsp spices** or to purchase products, visit www.tspspices.com and be sure to check out The Seasoned Palate Weblog for a little spice enlightenment.

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