

ready for a **fresh approach** to **spice?**


tsp *spices*
Spice Enlightenment



this is about a **greater understanding of spice**

Welcome to **tsp spices**. This is a spice company started by a couple of unlikely people. Katie and Sara are two Southern girls who wandered north, established successful careers, married, became moms and then found themselves at a turning point. Maybe that moment happened over lunch or dinner, no one is sure, but what came out of their discussions was an idea founded on their passion for food and their desire to do something good for the world.

tsp spices are fresh and organic. They're also packaged differently from any other spice on the market. They're also packaged differently from any other spice on the market. They come in individual packets containing 1 teaspoon each. These "packets of pure adventure" are then placed in small cans to protect them from light and air and they're grouped in boxes for convenient storage and easy use.

We like to think of this story as the History of Spice: Part Two. It's about thinking outside those bottles we all lose in the back of our spice cabinet and re-inventing the way we use spices. It's about being more adventurous in our cooking, more convenient in our life, and more organic and fresh in our food preparation.

We call it spice enlightenment.


tsp spices
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tsp spices and **spice enlightenment**

If you've ever searched a cluttered cabinet for one elusive spice and felt as if you're conducting an archeological dig ...

If you found that wayward spice and realized you bought it so long ago it had about as much flavor as last summer's grass clippings ...

If you know how it feels to reach a critical point in your recipe and discover the measuring spoon is missing in action ...

Then you're ready for spice enlightenment.

You're ready for **tsp spices**.

Whether your problem is spice cabinet chaos or neat rows of half-empty bottles of stale spice, you'll find a solution in **tsp spices**. We're pleased to introduce organic flavors, packaged to stay fresh. They fit beautifully into your storage space, and they offer the convenience of pre-measured packets containing one teaspoon of spice. **tsp spices** are perfect not only for your home but anywhere there's an opportunity for creative cooking – on a boat, in your vacation home, even in that RV.

We call them packets of pure adventure, because full-flavored spices can take you around the world even if you never leave your own kitchen.

tsp spices.

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the legend of the **spice finch**

Legend has it that when spice traders on ships first plied the seas to Asia, a species of hardy, gregarious birds followed them back to Europe, forming colonies in most every port of call along the route. Many people called these birds Spice Finches. They are also known as Nutmeg Mannikins, because their brown and white chest markings resemble the pattern you'll see inside a nutmeg after you whittle away the skin.

Our logo pays homage to the legend of the friendly, adventurous Spice Finch and to birds in general – those graceful creatures that sing and soar, reminding us not only to savor each day's song, but also that sometimes we just need to spread our wings and try something new.



katie + sara = **tsp spices**

We are a couple of Southern girls who wandered north, established careers, married and became moms. We met and discovered shared passions for absorbing work, creative challenges and good mayonnaise on a ripe tomato.

It's true that **tsp spices** grew out of our fondness for adventurous eating and full-flavored food. It's also true that the company evolved from utter despair that we could ever maintain an orderly spice cabinet – and the frustration of finding one too many stale bottles of cardamom or coriander lingering from the Clinton era, or even the days of Bush I. And we couldn't deny that **tsp spices** is our nod to the notion of "second lives."

Each of us had accomplished careers – Katie as an art historian and museum curator and Sara as an editor and columnist for daily newspapers. But we found ourselves at turning points.

Conversations and ideas built on one another and soon, like a couple of 15th century explorers, we had visions of spices dancing in our heads. Ours were not of camel caravans or full-masted ships sailing uncharted seas. We dreamed instead of orderly supplies of spices bursting with flavor rather than wasting away in the back of the cabinet.

We're pleased to share that vision with you through **tsp spices**. We promise you vibrant tastes with organic spices that are free of additives and fillers and packaged to preserve their freshness. We also make them easy on your storage system and pleasant to look at when they're on your counter.

We hope you'll let **tsp spices** enliven your culinary adventures with fresh flavors wrapped in style.

uses and recipes: **spice enlightenment**

We love new recipes – or just new ideas that inspire us to unleash our own creativity. Our pure little packets make it easy to experiment and tap your own creative juices. Of course, they're great for any recipe. But you can also use them to freshen up old favorites.

~ Have you ever tried a hint of sweet with a touch of heat? We think of it as sweet heat – that irresistible combination of spices like cinnamon or cardamom with crushed chile pepper, say ancho or guajillo. Try it on your weeknight chicken breasts and wake up your taste buds.

~ Throw a teaspoon of cardamom into a pot of rice and find your imagination transported to Persia. For a fanciful dessert, soften a quart of vanilla ice cream. Before it melts, stir in a couple of teaspoons of cardamom and put it back in the freezer until it's firm again. If you prefer, you can start your ice cream from scratch and steep the cardamom in the milk.

~ Soften a stick of butter and add a teaspoon of allspice. Melt it on your steak and taste a bit of heaven. Make dill weed butter for fish, fennel butter for chicken, cumin butter for potatoes – or whatever combination suits your fancy.

~ Toss a packet each of cumin, coriander, ginger and tumeric into a cup of sour cream or mayonnaise and you'll have a delicious curry dip. If you're cutting calories, add the spices to yogurt instead.

Whether you use **tsp spices** to make your own blends or just to sprinkle new tastes on an old standby, think of it as creating a poem for your palate. We call it spice enlightenment.

For more ideas, visit us online at www.tspspices.com.

tsp spices: giving you the courage to **self-blend**

Most spice lines offer lots of blends. They're usually great the first time you try them, but by the time you get to the middle of the jar they've lost their freshness and, well, they just aren't fun anymore.

Which is why we recommend self-blending using **tsp spices**. Our packaging makes it easy for you to put your favorite spices together all by yourself. After that all you need is your own TV show!

With **tsp spices** you can color your food outside ethnic lines. Our basic sets make it easy to combine spices to create a seasoning, blend or rub that strikes your fancy. And you can do it with fresh, pure flavors – no fillers, stabilizers or anti-caking agents to mar the meeting of taste and tongue.

tsp spices are perfect for self-blenders, whether you're a novice food fixer or a confident chef. If you need a little nudge to cut loose and have fun in the kitchen, **tsp spices** can help:

~ Our spice packets contain small, pre-measured quantities. They are protected from light and air, so they stay fresh – and you can use them without having to search for your measuring spoon.

~ With our sets it's easy to combine spices to make your own blends. You don't have to resort to the same flavor combination sprinkled over your chicken a dozen times. You're free to create all sorts of flavors. You can skip the coriander and double the cumin – or add dill or tarragon or a splash of fennel seeds.

So, why use somebody else's blends when you can create your own and, at the same time, tap a whole world of fresher flavor?

We invite you to try your own style of spice togetherness with **tsp spices** – packets of pure adventure.

why we sell **organic** spices

If you trace your food back to its source, you get a sense of what it really means to be good global citizens and conscientious stewards of environmental resources.

Organic agriculture limits the use of potentially harmful chemicals. We believe that organic crops are better for our health and the health of future generations. They are also safer for farm workers to handle and easier on the land. That's why we sell organic seasonings and why we favor products that support sustainable and healthier farming practices.

We proudly display our organic certification because we want to assure our customers that our products are high quality and free of the additives or fillers that are often found in spices.

By buying organic, each of us is taking an important step toward ensuring that the food we choose for ourselves and our families is as healthy as possible. And when you're buying healthier products for your family, it's nice to know you're helping support farm families too.

When you're making a better salad, why not help make a better Earth as well? That's all part of spice enlightenment.



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tsp spices welcomes **sales director**

tsp spices is pleased to announce the appointment of Nancy J. Meadows as Director of Sales. Nancy joins founders Katie Luber and Sara Engram as the company launches its first line of organic spices.

Nancy brings a wide range of experience to her new position, including a number of years in banking and real estate management, as well as sales. A graduate of Mercersburg Academy and the University of North Carolina at Chapel Hill, Nancy has roots in the South and the Mid-Atlantic.

Along with her business skills, Nancy is an accomplished cardaMom, a **tsp** term for any mom or honorary mom who considers cooking for family and friends to be one of life's great pleasures. One of Nancy's specialties is homemade ice cream, which in recent months has morphed into spice cream in preparation for the launch of **tsp spices**. For some of her favorite spice cream recipes, visit www.tspspices.com

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