



2009 sofi™ Silver Finalists

Fire & Flavor's 30 Minute Brine named 2009 sofi™ Silver Finalist By the National Association for the Specialty Food Trade

Athens, GA (May 5, 2009) – Fire & Flavor's Ancho Chile 30 Minute Brine has been selected as a Silver Finalist in the 2009 sofi™ Awards from the National Association for the Specialty Food Trade, Inc. The sofi Awards recognize excellence in specialty foods and beverages in 33 categories and are a coveted industry honor. "sofi" stands for Specialty Outstanding Food Innovation.

Fire & Flavor's Ancho Chile 30 Minute Brine was one of 111 Silver Finalists selected from 1,433 contenders by a national panel of specialty food experts. Gold Winners will be announced June 29 at the Summer Fancy Food Show in New York. The brine is a Silver Finalist in the "Cooking Sauce or Flavor Enhancer" category.

Fire & Flavor's Ancho Chile 30 Minute Brine has grown in popularity since its introduction to the market in 2008. Other Fire & Flavor products include a line of brines for turkey called Turkey Perfect® in addition to grilling planks, cedar papers, rubs and salts, and a cookbook published by Fire & Flavor founder Gena Knox called *Gourmet Made Simple*.

The sofi Awards are open to members of the NASFT, a not-for-profit trade association established in 1952 with more than 3,000 members throughout the U.S. and abroad. For more information on the NASFT, go to www.specialtyfood.com

"This year's finalists are an outstanding group. They show that our members continue to produce and market distinctive foods and beverages, even amid this challenging economy," said Ann Daw, president of the NASFT.

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