

Branford's Originals
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For Immediate Release

BRINGING HOME COOKED GOODNESS TO STORE SHELVES

MIAMI, August 2007—A new sauce is hot on the market, causing a stir among consumers in South Florida. As an artisanal product, Branford's Originals offers homegrown goodness with varying degrees of spice straight from granny's kitchen.

When founder Everardo Branford decided to bottle up the Miami heat and accent it with his grandmother's secret recipe, his neighbors thought he was out in the sun for too long. After his friends sampled the bottle, they put all jokes aside and placed their orders. Local demands for Branford's hot sauces were voiced, triggering the start of artisanal production.

Branford's Originals are currently offered in Bravo Supermarket, Neighbors, Nutrition S'mart and Mi Casa Su Casa Restaurant. Consumers may judge the richness of the sauce for themselves. Onsite taste samplers and demonstrations grant consumers an intimate experience.

The difference between Branford's Originals and other commercial packaged food is the fact that Branford's rests on a special tradition shared only by the family. Brewed more than 50 years ago, Branford's grandmother introduced her unique hot sauce to him during childhood. Like others, he enjoyed her sauce's explosive fusion of flavors. "I wanted to extend my family's traditions to others who would surely appreciate quality home cooking," said Branford. As a perfect marinade or condiment, Branford's Originals is available in spicy or mild flavors on the company website at www.branfordsoriginals.com.

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