

## **SambaFlavor Launches New Flavor Chimichurri Sauce**

### **Expansion of Fresh Chimichurri Sauce Line Gives SambaFlavor Competitive Edge**

March 21, 2012 (Atlanta, GA) – During this upcoming weekend, The Chimichurri Company™, Samba Flavor, Inc. is launching a new flavor chimichurri sauce at the Buford Highway Farmers Market located in Doraville, Georgia. During a demo session from 11:00 AM to 3:00 PM, Chef Robert will be sharing his culinary tips and famous recipes using chimichurri sauce in a variety of delicious and creative ways.

Adding to its already popular **Gauche Style** and **Latin Fire** chimichurri sauces, there will be a new flavor, **Garlic Zing**. As the name suggests SambaFlavor's Garlic Zing chimichurri sauce is garlicky, but at the same time surprises with a hint of sweetness that can be tasted in the prominent flavor of roasted garlic.

SambaFlavor has built a strong image exclusively around chimichurri products to attend the American customer's requirements for freshness and convenience. Since its inception as a food manufacturer, SambaFlavor has focused on gourmet chimichurri products and being quite different from its main competitors, has opted to delight through high quality ingredients like pure Kalamata olive oil, fresh herbs and gourmet spices.

The early stages of SambaFlavor were very promising as its sauces were showcased at Atlanta's Piedmont Park Green Market. While jogging or just walking at the park on Saturday mornings for a close contact with nature, visitors would stop by SambaFlavor's booth to try a beautiful bright green sauce and end up falling in love with that delicious tangy, garlicky and fresh flavor - a perfect match for grilled foods.

In less than a year, SambaFlavor's chimichurri sauces went from the Piedmont Park Green Market to the shelves of well known Atlanta area specialty retail chain stores. SambaFlavor also landed its first distributor just six months later. In the Spring/Summer of 2012, less than two years from starting operations, Chief Executive Officer, Nadia Schwartz plans to move forward from the Atlanta local market to reach a wider regional market share. To help its strategic goals, SambaFlavor has completely redesigned its packaging and is launching a marketing campaign to expand its brand awareness and to reinforce its image.

Offering gourmet food products inspired by the Latin cuisine to please the American growing demand for new ethnic flavors, SambaFlavor has quickly become a leader to be watched as a start up food manufacturer in the U.S.

#### **[About Samba Flavor](#)**

In the Summer of 2010, The Chimichurri Company™, Samba Flavor started manufacturing chimichurri sauces for retail stores. Since then, it has entirely dedicated its operation to the production, marketing and

## *SambaFlavor*

development of unique gourmet food products to bring bursting flavors for your taste buds. More information is available at [www.SambaFlavor.com](http://www.SambaFlavor.com).

### **About Buford Highway Farmers Market**

Since 1984, Buford Highway Farmers Market (BHFH) has greeted visitors with a unique multi-ethnic shopping experience and diversified offerings in Asian, Latino, Caribbean, Eastern European, Russian and African products. BHFH boasts a large, high-quality selection of fresh produce, seafood and meats, including seasonal specialties, unusual varieties, select organics and local favorites. More information is available at [www.aofwc.com](http://www.aofwc.com).

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