

CHIMICHURRISM

SAMBAFLAVORSM

How SambaFlavor ChimichurriSM Is Turning a Sauce Into a Brand

ATLANTA, GA--(May 08, 2013) - From their days of selling-out their signature fresh chimichurri sauce at local Georgia farmers' markets, former caterers, and husband and wife team, Nadia and Robert Schwartz have grown their love of the classic South American sauce into SambaFlavor ChimichurriSM -- a thriving brand of bottled and packaged chimichurri sauces and seasonings that are sold at some of the country's best gourmet retail stores.

Samba Flavor's commitment to quality has earned it the reputation as the go-to company for exceptional chimichurri products. Samba Flavor uses only fresh herbs, high quality oils, vinegars and spices in its products, with no preservatives added.

"We knew from the tremendous response we got from clients and friends that chimichurri would do well in the specialty food arena. Consumers are looking for new products that are healthy, flavorful and convenient, and SambaFlavor delivers on all counts," says Nadia Schwartz, co-founder of Samba Flavor.

Samba Flavor's first bottled chimichurri, Delicioso ChimichurriSM, is made with fresh parsley, cilantro, garlic, oregano, cider vinegar and a touch of chili pepper. The success of this light and zesty sauce spawned several line extensions including dry seasonings and rubs.

Premium Black ChimichurriSM, a rich, savory and sweet blend of fermented (black) garlic, balsamic vinegar and Kalamata extra-virgin olive oil blended with classic chimichurri spices, was designed for consumers who are looking for indulgence.

Samba Flavor is continuing to develop innovative new versions of chimichurri and will soon release a variety of sauces and seasonings made exclusively for chicken wings. By offering products in unexpected creative ways, Samba Flavor is targeting brand recognition on consumers' minds.

About Samba Flavor

In the summer of 2010, The Chimichurri Company™, Samba Flavor started manufacturing chimichurri sauces for retail stores. Since then, it has dedicated its entire operation to the development, production and marketing of unique Latin-inspired gourmet food products for the American market. www.SambaFlavor.com.

Media contact: pr@sambaflavor.com

###