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For Immediate Release

ALL SPICE CAFE LANDS TOP INTERNATIONAL FOOD AWARD

(November 15, 2006) Results of the 2007 Scoville Awards, which recognizes top fiery foods products from around the globe are in and All Spice Cafe of Venice, CA, and Rochester, NY, was selected as a winner in one of the world's most competitive gourmet food competitions. All Spice Cafe, which manufactures gourmet hot sauces, has received two 2007 Scoville Awards. In the industry's most rigorous blind tastings, a panel of the country's top culinary experts sampled hundreds of the world's most lauded gourmet foods, and the top scoring products each won a coveted Scoville banner.

All Spice Cafe's Caribbean Spice took 1st place for Caribbean style hot sauces and Cayenne Habanero placed 3rd for Habanero hot sauces. Over 700 products from around the world competed for top honors. The Scoville Awards were created by Dave DeWitt, editor of *Fiery-Foods & BBQ Magazine* and founder of the National Fiery Foods & Barbecue Show. The awards are named for Wilbur Scoville who pioneered a rating scale for spicy foods and have become the industry standard for excellence in more than 60 categories of fiery foods.

"Every year, I am increasingly impressed with the diversity and quality of the products entered in the Scoville Awards," notes Dave DeWitt, dubbed by the *New York Times* as the "Pope of Peppers" and the author of over 30 books on fiery cuisines. "Our winners this year include not only great product diversity, but geographic diversity as well. This year, our winners represent companies from 32 states and four countries. This year's Scoville winners truly exemplify the diversity and quality of this industry."

The Grand Prize winner this year was an international product. Byron Bay Chilli Company from New South Wales, Australia, took the top composite score with their Byron Bay Chilli Company Fiery Coconut Chilli with Curry & Ginger. The top award in Advertising and Marketing went to Buffalo Wild Wings Grill & Bar for their Honey BBQ Sauce Poster.

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ALL SPICE CAFE WINS SCOVIE AWARD, cont.

Many of the Scovie award winning products, as well as thousands of other products, will be available to both trade buyers and consumers at the 19th Annual National Fiery Foods & Barbecue Show, March 2-4 in Albuquerque, NM. For information on exhibiting in the National Fiery Foods Show, call 505-873-8680, or visit www.fiery-foods.com.

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