

News Release  
For Immediate Release

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## All Spice Café Gourmet Fiery Foods Receives 2011 Scovie Awards!

**Venice, CA. October 20, 2010** – All Spice Café is very proud to announce that it has garnered three awards in the 2011 Scovie Awards Competition. The annual Scovie Awards recognize top fiery foods products from around the globe. In the industry's most rigorous blind tastings, a panel of the country's top culinary experts sample hundreds of the world's most lauded gourmet foods before naming the winners.

All Spice Café's **Ghost Jerk Rub** won a **3<sup>rd</sup> Place Scovie** in the *Cook-it-Up – Dry Rub Seasoning-Cajun/Jerk* category. The All Spice Café **Sweet Chile Popcorn** won a **2<sup>nd</sup> Place Scovie** and the **Sweet Habanero Popcorn** won a **3<sup>rd</sup> Place Scovie** in the *Snack – Popcorn* category. This brings the total Scovie count for All Spice Café to 14.

All Spice Café **Ghost Jerk Rub** is a dry seasoning mix, based on the ingredients used in the multiple award winning **Caribbean Spice Sauce**, with the added fiery heat of the Bhut Jolokia Ghost Pepper, the hottest pepper in the world.

The All Spice Café **Sweet Chile Popcorn** and **Sweet Habanero Popcorn** are sweet snacks, like caramel popcorn that you would find at a carnival, but with some fiery kick to them.

JD Cowles, owner of All Spice Café, commented *"We are very excited to win Scovies with our newest products. We have gotten a lot of great feedback on our new products, especially our new sweet-heat popcorn snacks; we've received emails from customers telling us that they combine the 3 heat-levels<sup>1</sup> into one bowl and have Popcorn Roulette at parties! It's very exciting when we hear great things from our customers!"*

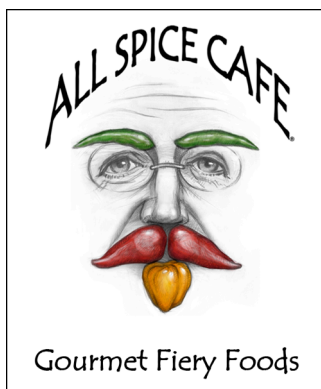
About 800 products from around the world compete for top honors each year. The Scovie Awards Competition was created by Dave DeWitt, founder of the National Fiery Foods & Barbecue Show. The awards are named for Wilbur Scoville who pioneered a rating scale for spicy foods and have become the industry standard for excellence in more than 60 categories of fiery foods and BBQ. This was the 15<sup>th</sup> annual Scovie Awards Competition, starting in 1996.

About All Spice Café – All Spice Café is a virtual café that has a line of award winning Gourmet Fiery Food Products, where *it's more about flavor than heat*. All Spice Café Fiery Foods are produced in California, with all natural and preservative-free ingredients. Available online at [www.allspicecafe.com](http://www.allspicecafe.com) and at select retail outlets in the United States and Canada – see the website for a current list of retailers.

For more information and recipes suggestions visit [www.AllSpiceCafe.com](http://www.AllSpiceCafe.com)

2011 Scovie Award Winner:

3rd Place - Ghost Jerk Rub



2011 Scovie Award Winners:

2nd Place - Sweet Chile Popcorn  
3rd Place - Sweet Habanero Popcorn



Links:

<http://www.allspicecafe.com/>  
<http://www.fiery-foods.com/>  
<http://www.scovieawards.com/>

Keywords:

All Spice Café, Bhut Jolokia Pepper, Gourmet Hot Sauce, Sweet Chile Popcorn, Sweet Habanero Popcorn, Fiery Caramel Popcorn, Jerk Rub, Scovie Awards, Fiery Foods, fiery-foods.com, allspicecafe.com

<sup>1</sup> Note: the 3<sup>rd</sup> heat-level, Sweet Ghost Pepper Popcorn, was 4<sup>th</sup> in the *Snack – Popcorn* category.