



FOR IMMEDIATE RELEASE

CONTACT: Seth Mendelsohn
Office: 303-953-9180
Cell: 303-507-0654

Simply Boulder Culinary Sauces Unveils a New Product Line and Receives a State Grant

Boulder, CO (November 4, 2008) – Simply Boulder Culinary Sauces, a Boulder startup company, recently launched five new products. The delicious, bold and unique flavors include Truly Teriyaki, Lemon Pesto, Zesty Pineapple, Honey Mustard and Coconut Peanut. The products offer a number of distinct benefits: great taste from healthful ingredients, versatility for all your culinary needs, convenience, and a perfect balance of pure olive oil, fruit juices, and other premium ingredients. Further, they are sweetened with agave nectar, gluten-free, and 100% natural.

The local area has been very receptive to Simply Boulder's new products, as is evident by new distribution statewide. Since the company's inception in October of 2007, Seth Mendelsohn, founder and president, has fostered strong community relationships by participating in events throughout Colorado including farmers markets and Celiac Sprue Association meetings. "Simply Boulder's array of culinary sauces is a fresh, healthy and tasty alternative to those living the gluten-free lifestyle," said Gina Meagher, President of the Denver CSA.

In September, Simply Boulder was awarded a \$5,000 "Ag Products Utilization & Marketing Program" grant from the Colorado Department of Agriculture to go toward exhibiting at the Natural Products Expo West trade show in March 2009. The grant program assists Colorado companies in researching and developing new uses and markets for food and agriculture products that are grown, raised, or processed in Colorado. Simply Boulder was an attractive company due to its growth potential coupled with its substantial purchase of local basil and honey, which is used in its products. The company was awarded 5% of the approximate \$100,000 available for the grant program.

"We are thrilled to receive this grant because it's quite an honor for a company as new as ours to be a Colorado Department of Agriculture grant recipient. Additionally, this alliance will prove to be very beneficial to the farmers of Colorado" said Seth Mendelsohn. "Currently we use 80 pounds of local basil and over 600 pounds of local honey in each production run. Since both are produced in Colorado, the state's agriculture will continue to grow as our company grows. "

Although Simply Boulder is a new company, its products are already on shelf in 22 King Soopers throughout the state. Mendelsohn predicts they will be in many other retail outlets by the end of the year.

About Simply Boulder Culinary Sauces ...sauces for all your culinary adventures.

Boulder-based Simply Boulder was founded in 2007 to produce the finest quality culinary sauces available. We invite you to explore a world of flavors when you use Simply Boulder's versatile sauces as marinades, drizzles or dressings; on pasta, salads or sandwiches; and for grilling, baking or broiling. All products are sweetened with agave nectar, gluten-free, 100% natural, and made with pure olive oil.

Simply Boulder sells primarily to retail outlets. All products are available in 12 ounce glass bottles. For more product information, please visit our web site at www.simplyboulder.com. High-resolution photos e-mailed upon request.