



FOR IMMEDIATE RELEASE | January 27, 2012 | Contact: Frank D. Pyszkowski | 804-359-5786 |
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THE C.F. SAUER COMPANY INTRODUCES NEW RECIPE COLLECTION SEASONING PACKS

Simple, Salt-free, Pre-measured Seasonings for Successful Homemade Meals!

Richmond, VA. – Sauer's® is proud to introduce six delicious salt free family friendly recipe packs that make it easier than ever to create great-tasting meals at home without spending endless hours in the kitchen.

With consumers' continued focus on great tasting, healthy, and affordable meals, Sauer's Recipe Collection provides simple solutions at their fingertips. Recipe Collection varieties include Herbed Chicken & Potatoes, Savory Pork Chops with Apples, Chili Lime Fajitas, Mexican Lasagna, Creamy Pasta Primavera with Shrimp and Chicken Marsala.



Each pack includes pre-measured herbs and spices with a simple shopping list, which makes it easy to pick up necessary ingredients, plus recipe variations. "We have created perfectly blended salt free seasonings for quick and delicious meals in minutes that are affordable on any budget," says Frank Pyszkowski, Senior Vice President of Sales and Marketing. "It's fresh. It's convenient. It's delicious. And best of all, it's the meal solution consumers have been asking for."

Salt-Free, Delicious Meal Solutions

Continuing their commitment to exceptional quality since 1887, Sauer's new Recipe Collection provides six delicious recipes in single-use packets. The attractive recipe packets from a trusted brand keep dinners fresh and homemade and allow consumers to control salt intake. The seasoning packs are also all natural, MSG free and use a variety of herbs and spices for enticing recipes.

The suggested retail price for Sauer's Recipe Collection Seasoning Packs is \$1.79. The product is available at select retailers and online at www.cfsauer.com.

About The C.F. Sauer Company

Founded in 1887 by 21-year-old Conrad Frederick Sauer, The C.F. Sauer Company produces quality flavorings, spices, sauces and condiments, including Sauer's® line of herbs, spices, mixes, flavorings and extracts, Duke's® Mayonnaise, BAMA® Mayonnaise, and The Spice Hunter® gourmet spices, blends and all natural instant soups. The company is still owned and lead by members of the Sauer family. For more information, visit www.cfsauer.com.

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