



## **Shark Tank's "Slawsa" Proves Story of 'Fiscal Responsibility' Resonates with American Public**

**Julie Busha and her brand 'Slawsa,' featured on ABC's Hit Show "Shark Tank" Friday night showed America the power of hard work and fiscal responsibility to millions of viewers, proving that America is hungry for sound economic advice.**

**CRAMERTON, NC, November 19, 2013** – The United States has now surpassed 17 trillion dollars in national debt and talks of going off the "Fiscal Cliff" loom yet again. So, when Slawsa's owner, Julie Busha, stepped into ABC's "Shark Tank" Friday night on the television screens of millions, it wasn't surprising that her speech on fiscal responsibility touched many viewers at home.

In Busha's pitch to the Sharks, the 35-year old explained how she was able to not only put forth her full-time efforts while sacrificing a salary for years in order to fund production and market the brand, but to also buy out her former partner per his request. "To go from selling zero units of Slawsa at retail to several hundred thousand jars within the first two years, having gained confidence from gourmet shops to major retailers is not normal...but it's not impossible," says Busha.

The owner of Slawsa credited her ability to take the leap of faith to become an entrepreneur to making personal sacrifices. "My husband nor I come from money. My father maintains swimming pools while my mother works part time at a grocery store bakery. We earned those scholarships to go to college and we've put forth a tremendous amount of effort working our way up in our respective professions. We save and never live beyond our means because we don't want to have to be in a situation where we have to wonder if the government will support us in retirement." Prior to becoming an entrepreneur, Busha worked for over a decade in the sport of NASCAR, most recently serving as Director of Marketing for a sports marketing agency she was recruited to build for a well-known Sprint Cup driver.

Billionaire Shark Tank investor Mark Cuban was extremely supportive of Busha telling her "you're an example like we rarely have in here and I'll be a customer for life." Cuban also expanded after she left the room, "The fact that she scrimped, had no debt, pays off her credit cards, saved up enough money to invest into this company and buy him out is such an amazing example for everybody." Fellow Shark Robert Herjavec also shared supportive comments about Busha's work ethic.

The show's final edit left out the fact that several of the Sharks really enjoyed eating Slawsa with Lori Greiner going as far as not only cleaning off her plate, but grabbing her favorite Slawsa flavor, Spicy, off the plate of a fellow Shark. "Certainly, I hoped the final edit would have revealed more about Slawsa's great flavor, our health attributes and affordability compared to many of the food items you see on the show, but I understand what makes for the best television and I am overall happy with the final edit," says Busha.

The response from viewers who connected with Busha's story of fiscal responsibility was apparent right off the bat with the company being flooded with emails and comments via social media immediately after the airing including supportive tweets from financial author and media personality, Dave Ramsey, who watched the show. In fact, #Slawsa trended nationally on twitter during the airing.

"Is it easy? Absolutely not. But I'm not an entrepreneur because I think starting a business and growing a brand is easy. I know that greatness does not come without sacrifice," says Busha. "It might be the hardest thing I've ever done, but it's certainly one of the most fulfilling as well."

Sharks or not, Busha is not planning on slowing down the growth of the Slawsa brand in the hearts of consumers.

Slawsa's Indiegogo campaign has launched and can be found at: <http://www.indiegogo.com/projects/slawsa-as-seen-on-abc-s-shark-tank/x/5181510>.

**For additional information on Slawsa and store locations, visit [www.Slawsa.com](http://www.Slawsa.com) or 'Like' them on Facebook at [www.facebook.com/Slawsa](http://www.facebook.com/Slawsa) and follow them on Twitter @Slawsa.**