

The Essence of Flavor®



Spice Confidently® 



Our Story

Origins

- Mike's love for chemistry and cooking were intertwined when he graduated high school
- He viewed them as one and the same: One was chemistry in a lab, the other was chemistry in the kitchen
- Mike picked the lab and earned a PhD in chemical physics from Tulane, where he had fun blowing things up with lasers
- Living in New Orleans exposed him to the cajun flavors that are the origin of what is now Chain Reaction®



Development



- After graduate school, when Mike left New Orleans, he started to tinker with his first blend of spices
- When Mike met his husband Manny, they started to incorporate flavors from the desert Southwest (Manny's home) and the Yucatán peninsula of Mexico, where they have homes in Cozumel
- Mike's passion for chemistry in the kitchen and nearly two decades of testing and refinement yielded custom spice blends that are at the center of hospitality at Casa M

Philosophy

- Casa M is “The Home of Manny and Mike”
- Casa M over the course of many years became synonymous with the hospitality that comes from a gathering of good friends, sharing good times, and great flavors
- Visitors almost always asked if they could have the recipe for whatever spices were used or if they could buy a bag of it
- Manny and Mike started Casa M Spice Co® to share the hospitality and experience of visiting Casa M with the world



Brand Manifesto



From Our Table to Yours

We believe in the spirit of generosity: our welcome mat is always out!

We believe in the simple things in life: a home-cooked meal, a good laugh, a heart-to-heart conversation

We believe well seasoned food has the power to transform your dining experience

We believe there's always room for dessert

We believe in a boisterous debate - whether it's over a cup of coffee, a cold beer, or a craft cocktail

We believe strangers are just friends we haven't cooked for yet

When we make a mess in the kitchen we all help clean up

We believe in making people feel cared for and understood - customers and team members (collectively, our family) alike

We believe people can do exceptional things when they work together, laugh together, and trust each other

We believe in the hospitality of good food, good times shared between friends and family, and great flavors that bring everyone together.

Spice Confidently®





**Chemistry In
The Kitchen®**

Critical Differentiators

- **ALL** Low or Very Low Sodium
- No Fillers
- MSG Free
- Gluten Free
- Dairy, Nut, & Soy Free
- Animal Product Free
- Made in Texas

Chain Reaction® — Highest Sodium at 120mg/serving

Nutrition Facts

Serv. Size (1/2 tsp) (1g)
Serv. Per Container Varies
Calories 0
Fat Cal. 0

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount Per Serving	%DV*
Total Fat 0g	0%
Sat. Fat 0g	0%
Cholest. 0mg	0%
Sodium 120mg	5%

Vitamin A 2% • Vitamin C 0% • Calcium 0% • Iron 0%

Amount Per Serving	%DV*
Total Carb. 0g	0%
Diet. Fiber 0g	0%
Sugars 0g	
Protein 0g	

Uncontrolled Hooked® — Lowest Sodium at 10mg/serving

Nutrition Facts

Serv. Size (1/2 tsp) (0.3g)
Serv. Per Container Varies
Calories 0
Fat Cal. 0

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount Per Serving	%DV*
Total Fat 0g	0%
Sat. Fat 0g	0%
Cholest. 0mg	0%
Sodium 10mg	0%

Vitamin A 0% • Vitamin C 0% • Calcium 0% • Iron 0%

Amount Per Serving	%DV*
Total Carb. 0g	0%
Diet. Fiber 0g	0%
Sugars 0g	
Protein 0g	



Flavors & Sizes



**CHAIN
REACTION®**

SEASON-ALL

Smoky,
Bright,
Earthy,
Spicy



**CATTLE
DRIVE®**

BEEF SEASONING

Peppery,
Earthy,
Spicy



**FREE
RANGE®**

CHICKEN SEASONING

Smoky,
Sweet,
Earthy



**GOOD
SHEPHERD®**

LAMB SEASONING

Earthy,
Smoky,
Spicy



HOOKED®

FISH SEASONING

Fresh,
Earthy,
Oniony,
Smoky



**JERKED
CHAIN™**

JERK SEASONING

Bright,
Sweet,
Smoky,
Earthy,
Spicy



**PECKING
ORDER®**

POULTRY SEASONING

Peppery,
Earthy,
With citrus
finish



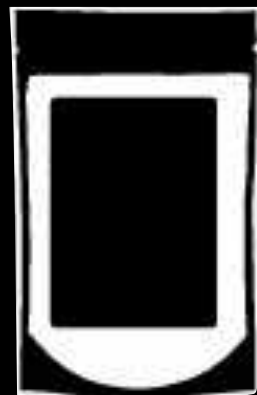
**WHOLE
HOG®**

PORK SEASONING

Smoky,
Sweet,
Sweet Heat,
Earthy



STAINLESS SHAKER
(1-CUP SEASONING)



REFILL BAG
(1-CUP SEASONING)











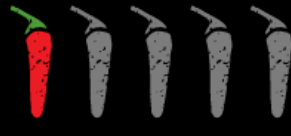















BULK BAG
(1-POUND SEASONING)



PLASTIC SHAKER
(1-CUP SEASONING)



Casa M Spice Co [®]	Flavor Profile	ORIGINAL	Heat Level	UNCONTROLLED (twice the heat)	Heat Level
CHAIN REACTION[®] 	Smoky, Bright, Earthy, Spicy	Use to replace salt on your table and anything you'd add salt to.		Use to add heat and background flavors to everything.	
CATTLE DRIVE[®] 	Peppery, Earthy, Spicy	Use to replace pepper on your table and add to anything you'd add black pepper to.		Fantastic on steaks, brisket, burgers, beef ribs, etc.	
FREE RANGE[®] 	Smoky, Sweet, Earthy	Excellent on grilled chicken breasts, quarters, or whole chicken. BBQ Chicken in a can.		Adds a little heat to the original and makes killer chicken wings and beer-can chicken.	
GOOD SHEPHERD[®] 	Earthy, Smoky, Spicy	Designed for lamb chops and leg of lamb, but good on any savory food.		Great on grilled Lamb lollipops, but equally amazing on savory grilled pork and chicken.	
HOOKED[®] 	Fresh, Earthy, Oniony, Smoky	Fantastic on all seafood from scallops and lobster to cod and salmon.		Excellent on all fish with a little more heat than the original – fantastic on scrambled eggs and in omelets.	
WHOLE HOG[®] 	Smoky, Sweet, Sweet Heat, Earthy	Incredible sweet with mild heat flavor on pork loins, chops, and baby back ribs.		Perfect balance of chile heat and sweet heat for St. Louis cut ribs and pork shoulder.	
PECKING ORDER[®] 	Peppery, Earthy, With citrus finish	Perfect for Cornish game hen, duck, chicken, and turkey.		Balanced heat against earthy turmeric. Excellent on duck, goose, and turkey.	
JERKED CHAIN[™] 	Bright, Sweet, Smoky, Earthy, Spicy	Classic Caribbean flavor with a smoky, spicy kick.		Great on chicken, pork, beef, lamb, and vegetables! Same flavor, with twice the heat!	



Stainless Shakers & Glass Jars



Plastic Shakers



Refill & Bulk Bags



Full 1-cup refills for shakers & glass jars

Large size 1-pound bags for avid grillers and foodservice



Gift Sets

MINI RANCH PACK®



RANCH PACK®



Exclusive Packaging



Gallery











**National &
Regional Media**

Champion Sponsor



Dr. Mike Hernandez, Co-Founder & Chief Spice Officer



Q: How did your company get started?

A: I've been in the kitchen and at the grill since I was very young. When I graduated high school, I knew I either wanted to go to the CIA to become a chef or go to Tulane and blow things up with lasers. Building on my love for the flavors I discovered while I was at Tulane, once I graduated and left New Orleans, I started to tinker with making my first spice blend. Fast forward a couple decades later and every time we had people over for holidays, celebrations, or events at Casa M (v2), the house of Manny and Mike, we would invariably get compliments about the meal, but at the end of the evenings we started getting more requests for the recipes for our spice blends and/or "Can I buy a bag of that?" Eventually, Manny, my husband and our Chief Operations Ninja, and our nephew Dane, our Spice Wrangler, convinced me that we should share the flavors that Casa M had become famous for so that everyone could enjoy those flavors at his or her own home with his or her friends and family yielding good food and great times for all.

Q: Why did you want to join the GO TEXAN program?

A: Our approach to business is a very collaborative one that is based on partnerships. We feel that when small businesses collaborate with each other, they drive business for each other and succeed together. What better way to show this collaborative spirit than to partner with GO TEXAN and all the GO TEXAN membership. It was a natural fit for our brand since our story is all about sharing good food, good times, and good flavor.



Q: Tell us about the operations of your company?

A: Our team has snowballed to support our rapid growth. We now have a dedicated customer service and fulfillment team, sales and marketing are going gangbusters, though they tell us daily that the product itself does all the work and they just shake hands and hand out product. We're excited to be the exclusive FOX digital sponsor for SXSW 2019 and to announce that we will appear on Modern Living with Kathy Ireland and Food Quest with Mario Lopez in the Spring on the Travel Channel and Food Network as well as being the presenting sponsor for season two of the award-winning TLC show Make This Place Your Home next Summer where we will be presenting a cooking segment on each of the eight episodes. Presently we are available from our website and Amazon and a few specialty meat markets/butcher shops, but we are working with our GO TEXAN counterparts at several grocery stores to have Casa M Spice Co.™ products on the shelves in a store near you soon.

Q: What are you looking forward to with your GO TEXAN membership?

A: We are already signed up for the Ft. Worth Stock Show and San Antonio Stock Show and are looking forward to the Houston Rodeo and the State Fair of Texas 2019. We were delighted that our first State Fair of Texas event the closing day was such a success! Our booth was a constant crowd control and foot-traffic issue! We ran through 50 pounds of pulled pork in less than 4 hours and 32 pounds of popcorn (not to mention dozens of bags of tortilla chips). To say that we were pleased with the reception from the crowd that came through the GO TEXAN pavilion would be a significant understatement and we sincerely appreciate the fact that the built-in audience associated with the GO TEXAN brand helped us tremendously in getting the chance to share our brand with as many people as we did at that (and upcoming) event(s).



ZestFest 2019

-  **Uncontrolled Good Shepherd®**
Best New Product Cook-Off
-  **Uncontrolled Chain Reaction®**
Cook-Off Food: Dry Rub Fruit/Vegetable
-  **Uncontrolled Whole Hog®**
Cook-Off Food: Dry Rub Pork
-  **Chain Reaction®**
Cook-Off Food: Seasoned Salt
-  **Uncontrolled Cattle Drive®**
Cook-Off Food: Dry Rub Beef
-  **Casa M Spice Co®**
Marketing: Logo

ZestFest 2020
















-  **Jerked Chain®**
People's Preference Awards
-  **Pecking Order®**
Cook-Off Food: Table Seasoning
-  **Uncontrolled Chain Reaction®**
Cook-Off Food: Dry Rub Fruit/Vegetable
-  **Chain Reaction®**
Cook-Off Food: Seasoned Salt
-  **Uncontrolled Cattle Drive®**
Cook-Off Food: Dry Rub Beef
-  **Uncontrolled Jerked Chain®**
Best New Product: Consumer Ready Food
-  **Casa M Spice Co®**
Marketing: Logo



Awards



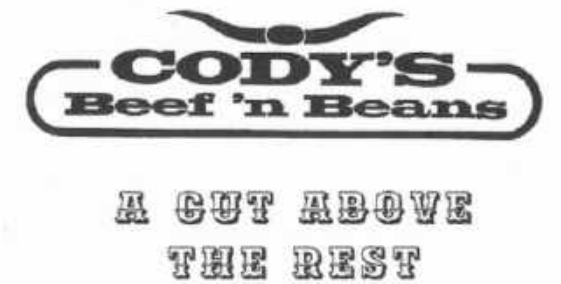
Scovie Awards 2020

-  **casamspice.com**
GRAND PRIZE, Advertising & Marketing
-  **Casa M Spice Co®**
Company or Product Logo
-  **Glass Jar with Silver Window Lid**
Product Packaging
-  **casamspice.com**
Website
-  **Chain Reaction®**
Barbecue Cook-It-Up Dry Rub Southwest
-  **Uncontrolled Pecking Order®**
Product Label
-  **Pecking Order®**
Barbecue Cook-It-Up Dry Rub Low Sodium
-  **Pecking Order®**
Meat Required Dry Rub Low Sodium
-  **Casa M Spice Co Gift Set**
Gift Basket
-  **instagram.com/casamspice/**
Social Media Page
-  **Uncontrolled Chain Reaction®**
Barbecue Cook-It-Up Dry Rub Cajun
-  **Uncontrolled Chain Reaction®**
Meat Required Dry Rub Southwest
-  **Chain Reaction®**
Barbecue Cook-It-Up Dry Rub All Purpose
-  **Chain Reaction®**
Meat Required Dry Rub All Purpose
-  **Uncontrolled Chain Reaction®**
Meat Required Dry Rub Low Sodium



Retail Placement





Connect With Us

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You
Tube



as seen on

FOOD
QUEST

