



SALSAOLOGY

ABOUT SALSAOLOGY

Inspired by the regional flavors of Mexico, **SALSAOLOGY** Mexican cooking sauces teach us that the Spanish word "salsa" means sauce, and that salsas are central to Mexican cuisine, varying in texture, color, and flavor. Through carefully curated ingredients, **SALSAOLOGY** offers sophisticated Mexican flavors with the versatility and approachability desired by the modern cook. **SALSAOLOGY** sauces are all-natural, vegan and gluten-free, made from high quality, non-GMO ingredients.

SALSAOLOGY is an ode to Creator and Founder Lori Sandoval's family heritage and to the richness and diversity of Mexican cuisine. When **SALSAOLOGY** was launched in 2015, the brand offered two cooking sauces, curating ingredients that reflect the culinary experience of Mexico's Jalisco and Zacatecas regions, in honor of Lori's mother and father's hometowns. Since then, **SALSAOLOGY** has introduced additional sauces that celebrate the diversity of Mexican cuisine, taking us on a tasting tour of Mexico's regional cooking.

In 2018, **SALSAOLOGY** introduced CAZUELAS simmering sauces, showcasing additional regions of Mexico with modern interpretations of comfort food flavors. Taking its name from the Spanish word for "pots," CAZUELAS sauces provide the starting point for quick, convenient and flavorful one-pot dishes.

Today, **SALSAOLOGY** can be found at more than 250 retail locations like Whole Foods Markets, Bed, Bath & Beyond, and Dorothy Lane Markets.

MISSION

To produce Mexican inspired sauces that explore and reimagine the diversity and richness of Mexico's regional flavors for the modern kitchen.

INSPIRATION

SALSAOLOGY is the modern study of sauces, or salsas. Beyond a scientific examination, the study is a delectable art that curates ingredients and salsa recipes from Mexico's rich history, culture, geography and cuisine.

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CREATOR + FOUNDER

LORI SANDOVAL

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AWARDS + RECOGNITIONS



Good Food Award - Pantry 2016

The Good Food Awards Seal, found on winning products, assures consumers they have found something exceptionally delicious that also supports sustainability and social good.



LA Originals Maker 2017

LA Original, a pilot program of the Mayor's Fund for Los Angeles in partnership with the Mayor's Office of Economic Development, was developed to celebrate LA as the creative capital of the world.

IN THE NEWS



Women's Wear Daily - October 2017

"L.A. Mayor Launches L.A. Original Line and Pop-up to Support Local Manufacturers"



REFINERY29

Refinery 29 - October 2017

"29 Real Pumpkin Foods For The Pumpkin Spice Haters Who Still Love Fall"



Food & Wine Magazine - June 2016

"Essential Grilling Spices and Sauces"



Wine & Spirits Magazine - December 2016

Wine & Spirits Magazine Buying Guide 2016 "The Goods"



SALSAOLOGY

ABOUT THE FOUNDER

LORI SANDOVAL

Born and raised in Southern California, Lori studied Art History at the University of California, Los Angeles. A lover of art, travel, and culinary experiences, Lori became interested in exploring the way in which history influences cuisine, and how that history creates a variety of cuisines across regions, especially in Mexico. After completing her Bachelor's Degree, Lori decided to delve deeper into her interest in and examination of Mexico's cuisine by attending culinary school at Le Cordon Bleu in Los Angeles.

After completing culinary school, Lori spent a decade cooking in notable kitchens in Los Angeles under chefs including Wolfgang Puck, John Sedlar at Rivera, and Corina Weible at Canelé, a local treasure in her neighborhood of Atwater Village in Los Angeles. Lori has also cooked for Los Angeles pop-up restaurants, including her own Alma de Tierra in 2014, which allowed her to create and experiment more freely with Mexican ingredients and flavors. Outside of restaurants, Lori has put her creativity to work on recipe development for food brands such as Hunt's, Kikkoman, Swanson, Del Real Foods, and Cacique.

Utilizing her culinary experience and expertise, Lori set out to create a line of cooking sauces of her own. Lori launched **SALSAOLOGY** in 2015 with two cooking sauces, carefully curating ingredients that reflect the culinary experience of Mexico's Jalisco and Zacatecas regions, in honor of her mother and father's hometowns. Since then, she's introduced additional sauces that celebrate the diversity of regional Mexican flavors, putting complex, artfully-imagined sauces in the hands of modern cooks with sophisticated palettes.

