

On the Top

Add some **zest** to your summertime grilling.

By Lance Elko

★ Thomas Edison once said, "There is no substitute for hard work." Julie Busha knows this to be true. A relentless saver for 20 years, Busha used her own funds to develop and market an affordable condiment that has reaped praise and translated to burgeoning sales. Slawsa, named for its hybrid nature — coleslaw and salsa — is big on flavor and nutrition. A blend of finely shredded cabbage, other vegetables, mustard, and vinegar, Slawsa works its charm on dogs, brats, burgers, pulled pork, and fish.

WANT TO TRY?

Head to slawsa.com to find a store locator, recipes, and nutritional values or to place an order.



Busha's creation has sold well and comes in four varieties — Original, Spicy, Garlic, and Spicy Garlic. "To be placed in more than 7,000 stores in the U.S. and Canada within three years of our launch is a testament to how Slawsa is shaking up the traditional relish aisle," she says.

Customers aren't the only ones taking notice. Melissa d'Arabian, cookbook author and show host

BESIDES BURGERS, SAUSAGES, AND SANDWICHES, I PILE IT ON FRIED EGGS, GRILLED CHICKEN BREASTS, TACOS, AND EVEN CROSTINI.

—Melissa d'Arabian,
The Food Network and the Cooking Channel



for the Food Network and the Cooking Channel, is a believer. "I love Slawsa," she says, "and besides burgers, sausages, and sandwiches, I pile it on fried eggs, grilled chicken breasts, tacos, and even crostini. Plus it's nutritious and low-calorie."

For Busha, sales is only one measure of success: "There is nothing more fulfilling than waking every morning knowing that my efforts and sacrifices are growing a brand in the hearts of America, and for that my sleeves remain rolled up." 

