





When searching for spices in European supermarkets today, you cannot ignore one brand with its colorful tins decorated with friendly faces on the shelves! Instead of plain oregano, paprika and co, you will discover innovative spice blends and Allrounders such as "Avocado Topping", "Pasta Allrounder" and "Egg Topping" creating sublime inspiration to cook at home. A few years ago, you couldn't find any blended spices appropriate for a specific dish. With flavors from all around the world – from Mexican to Italian to Indian and more – Just Spices makes it easy, approachable and inspiring to experiment in



the kitchen without investing in a pantry full of spice jars. The Just Spices team continue to infuse new energy into the sector and are revolutionizing the spice market. Their vision is to make every dish tastier and help more people to cook with greater joy and satisfaction.

## HOW IT ALL STARTED: THE STORY OF JUST SPICES

Everything began in a shared student flat of the three founders. Even though all three have different preferences, they all have one thing in common – good taste and their love of cooking. On one occasion they wanted to cook an Indian dal, which seemed like a good idea until they found themselves looking at the spice shelf in a local supermarket. They needed dozens of quite expensive spices whose appearance did not really invite them to spend money. And everything looked pretty much the same. That evening the idea for Just Spices was born with a plan to liven up the dreary spice market and turn spice buying into a fun experience.











Toppings: Think of these like the finishing touch - complete a meal, dish or snack with a quick pinch of these flavor-packed blends.

## JUST SPICES LANDS IN THE **UNITED STATES**

Just Spices inspires a growing consumer base in its home market Germany with his own online shop and in over 12.000 supermarkets. Additionally to this they already landed in

## SPICE BLENDS TO MATCH SPE-CIFIC USER OCCASIONS

Today, Just Spices has more than 150 spice varieties available throughout its European market that all chefs, from novice cooks to seasoned pros, can feel confident and inspired from the kitchen. From initial seasoning to finishing touches, Just Spices focuses solely on blends, creating three different categories to match specific usage occasions:

Allrounders: Created to spice up any dish or cuisine, these versatile, jack-of-all-trades blends are a Just Spices signature.

Seasonings: These blends take specific cuisines and dishes to a whole new level with just the right combination and ratio of flavors.



















Austria, Switzerland, Spain, UK and now in the U.S. to refine their own dishes and become creative in the kitchen.

Just Spices continues to make good on its vision of attracting more people to cook better, healthier meals. Above all, Just Spices means passion, high-quality products with no additives. But the most important principle is to make delicious food even more delicious, getting as many people as possible to cook with joy and pride. Just Spices' popularity in Europe and its fun, authentic vibe caught the attention of The Kraft Heinz Company, which is now fostering the brand's U.S. expansion. Spice up your life at www.justspices.com, follow us @justspices\_usa on social media.





