

# SPICEWALLA

SUPERB SPICES BRAND AND SEASONINGS





James Beard nominated Meherwan Irani. Chef and founder of Spicewalla and the Chai Pani Restaurant Group.

When I opened my first restaurant in 2009, I didn't have any professional kitchen experience, and that was actually a blessing. I just did everything the way I knew from growing up. I didn't know any better than to not roast and grind my spices whole. And certain spices that I just had to have the right quantity of, I put the work in to source, myself.

Putting that kind of effort into your spice closet is just the way it's done in India, but it was eye opening for me to see how sad of a state some spice pantries were in professional kitchens, and how little knowledge was out there about how to use and care for spices. It blew my mind. And from there I saw that there was a chance to make a difference.

My hope with Spicewalla is that I can not only provide spices at a much higher quality and a better price that most chefs enjoy now, but that I can also change the culture around spices, and give them the care they deserve.

Spices are not commodities, they are produce that come from living plants. Changing that mindset and culture will elevate all of American cuisine.

**-Meherwan Irani, Chef & Founder of Spicewalla & the Chai Pani Restaurant Group, which includes:**

chai★pani



BOTIWALLA





SPICEWALLA HAS BEEN FEATURED IN:

bon appétit

FOOD  
&  
WINE

GARDEN@GUN

Esquire

EATER

Southern Living

CBS  
THIS  
MORNING

MARTHA  
OLIVING STEWART

# OUR SPICES ARE:



**FRESH:** We source directly from quality suppliers in small quantities, anywhere from 25 to 100 pounds in a shipment. This method of buying and receiving smaller shipments ensures the freshness of the product not only for our benefit, but for the benefit of the consumer. This is also why we roast, grind, and pack our spices to order.

**CHEF-DRIVEN:** We are a spice company founded by acclaimed chefs, and it is the pursuit of superior flavor and taste that drives us. We carry that taste-making approach into selecting our spices and in creating our proprietary blends.

**ROASTED & GROUND IN-HOUSE:** At our factory, we're roasting and grinding everything ourselves. Much like coffee, roasting whole spices and grinding them fresh brings out pungent flavors and aromas. You wouldn't buy pre-ground coffee, keep it on your shelf in a jar for three years, and then expect it to taste good, would you? Why do your spices deserve anything less?



**VAST AND DIVERSE SUPPLY:** We may be a young company, but we know we've got it going on. From our takes on the classics like Garam Masala and Herbs de Provence, to our proprietary blends like Cowboy Steak Rub and Pumpkin Pie Spice, professional and home chefs alike can find every spice they need. With over 100 different herbs and spices in our stock, and more than 20 original specialty blends, Spicewalla is able to provide something for everyone.



**PACKED TO ORDER:** Come into our spice factory on any given day and you might be surprised at how little inventory we keep on our shelves. We don't load up on mountains of bags to get a better price or to make things more convenient. We keep an eye on our supplies and keep just enough on hand to fulfill our orders. As soon as we receive an order from you, we get to work roasting, grinding, and packing fresh that day.



## BAKING COLLECTION

- |                 |                   |
|-----------------|-------------------|
| Allspice Powder | Ginger Powder     |
| Cinnamon Powder | Apple Pie Spice   |
| Cardamom Powder | Pumpkin Pie Spice |
| Clove Powder    | Cyprus Flake Salt |
| Nutmeg Powder   | Blue Poppyseed    |

## SALT & PEPPER COLLECTION

- |                          |                   |
|--------------------------|-------------------|
| Cyprus Flake Salt        | Green Peppercorn  |
| Himalayan Pink Salt      | Pink Peppercorn   |
| Sicilian Sea Salt        | White Peppercorn  |
| Malabar Black Peppercorn | Peppercorn Medley |

## INDIAN ESSENTIALS COLLECTION

- |                      |                          |
|----------------------|--------------------------|
| Black Mustard Seed   | Roasted Coriander Powder |
| Fenugreek Seed       | Kashmiri Chili Powder    |
| Fenugreek Leaves     | Ajwain Powder            |
| Fennel Seed          | Green Cardamom           |
| Biogens Turmeric     | Black Cardamom           |
| Roasted Cumin Powder |                          |

## SPECIAL BLENDS COLLECTION

- |                           |                   |
|---------------------------|-------------------|
| Cowboy Steak Rub          | Herbs de Provence |
| Modena Balsamic Rub       | Lemon Pepper      |
| Carolina Pork Rub         | Tuscan Blend      |
| Honey & Herb Rub          | Mamisa            |
| Crackled Coriander & Herb | Berberi           |
| Mustard & Tarragon        | Za'atar           |

## ITALIAN HERBS COLLECTION

- |              |                       |
|--------------|-----------------------|
| Basil        | Mediterranean Oregano |
| Cut Rosemary | Modena Balsamic Rub   |
| Wildbed Sage | Tuscan Seasoning      |
| Tarragon     | Thyme                 |
| Lavender     | Dill Weed             |
| Bay Leaves   | Parsley               |

## MEDITERRANEAN COLLECTION

- |                   |                       |
|-------------------|-----------------------|
| Mamisa            | Za'atar               |
| Berberi           | Cyprus Flake Salt     |
| Spanish Paprika   | Tuscan Seasoning      |
| Srikked Paprika   | Modena Balsamic Rub   |
| Herbs de Provence | Mediterranean Oregano |



# TASTE & BELIEVE



BIG TIN

TASTING COLLECTION

25/50 LB BULK BOX

KITCHEN ESSENTIALS 18 PACK

CUSTOM CO-BRANDED COLLABORATION

2 GALLON BAG

RETAIL DISPLAY

PINT CONTAINER

QUART CONTAINER

HALF GALLON CONTAINER

3 PACK COLLECTION

SMALL TIN

TASTING PACKET

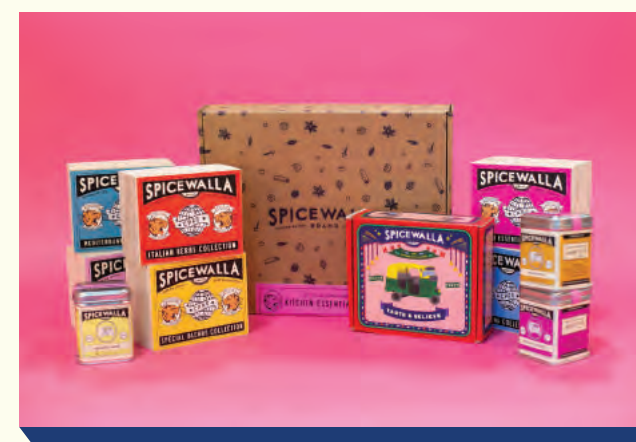


We want you to show off your spice tins in style, that's why we offer our retailers handsome displays and information cards. Interested in an in-store demo? We can do those too!

## RETAILERS

**STOCK YOUR SHELVES WITH SUPERIOR FLAVOUR**

*"If you're visiting someone who loves to cook, consider bringing some fun, beautifully packaged, fresh spices. Spicewalla, a spice brand with a hip, vintage aesthetic, makes boxes of spices that your hosts will want to display on their counters, rather than hide away on their spice racks." -Fast Company*



Your customers should have as much fun with our spices as we do, that's why we offer a wide variety of collections and tins for retailers, all beautifully designed with eye-catching colors and distinct packaging.

Packed just as you might see them in India, our retail tins keep your spices fresh and your kitchen counter stylish.

We offer thoughtfully curated collections ranging from packs of three tins showcasing our favorite spices, herbs, and blends from various cuisines, to a collection of 18 herbs and spices to help you rejuvenate your pantry. Perfect for customers looking for a great gift or those who hope to refresh their spice rack, our collections offer something for everyone.



# RESTAURANTS

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## COOK WITH SUPERIOR FLAVOUR

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### **Chef-Driven Quality & Freshness, Priced Competitively:**

At Spicewalla it is our intention to provide an unmatched level of quality to the sourcing and care of spices. The way we process our spices is an extension of what we do everyday in the kitchens of our restaurants. At the end of the day, we hope to not only offer our products at a much higher quality and better price than most chefs enjoy now, but also change the narrative of how spices are considered and cared for.

### **Flexibility & Support:**

As a member of the Chai Pani Restaurant Group, we only know "mind-blasting service." This means we're ready to go above and beyond to make sure you're getting the best spices with the best customer service we can offer. Call, email, or order online. We have multiple shipping and delivery options to meet your kitchen's needs.



### **Custom Products & Blends:**

Let us help you streamline your production while incorporating the best quality, freshest ingredients into your own restaurant's original proprietary recipes. Spicewalla's research and development team will do the work to make sure we're matching your kitchen's spice blend to the exact specifications.



### **Spicewalla is used by Great Chefs & Restaurants:**

The list of notable chefs and restaurants using Spicewalla is immense, but to name a few: Ashley Christensen Restaurants, Husk, Kimball House, Revelator Coffee Group, The Bull & Beggar, Cucina 24, Table, Sierra Nevada Taproom and Restaurant, Curate, Rhubarb, All Day Darling, Chai Pani, Botiwalla, Buxton Hall Barbecue, and the list goes on...

*"It is often a challenge to find fresh, high quality spices and source them on a regular basis at a reasonable cost. With Spicewalla now in the mix, that is no longer the case. The Spicewalla spices meet my expectations and more. They are a game changer."*

**-Vishwesh Bhaat, Executive Chef, Snackbar, Oxford, MS**





**Full Line of Products:** We offer a wide variety of container sizes and limitless packaging options to match the needs of your market. From restaurant to retail, we'll work with you to offer the products that best suit your customers' needs. (see pg 7 to view our product line up).



# DISTRIBUTORS

## SHIP SUPERIOR FLAVOUR



**Experience/Clients:** Since partnering in 2018 with our primary distributor, Cheney Brothers, and its subsidiary, Southern Foods, we have shipped out thousands of pounds of spices to restaurants and retailers throughout the Southeast. With Cheney Brothers, we have expanded into their Florida market and look forward to continuing our growth as we establish new relationships with distributors across the country.

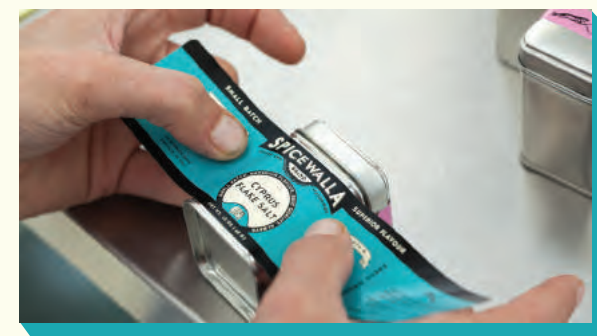
**Shipping & Receiving Logistics:** With full shipping and receiving capabilities, we are able to move anything from small sample bags of spice to pallets and truckloads. Whether it's freight, UPS, DHL, FedEx, or USPS, our spices will reach any domestic or international destination.

**Location/Access:** Our warehouse and spice factory is located directly off I-26 outside of downtown Asheville with convenient on/off access to the interstate. Our facility is equipped with two enclosed loading docks for easy trailer access.

**Audited Facility:** We are a GMP audited facility and an FDA registered manufacturing facility. All of our manufacturing practices and labeling information conforms to FDA guidelines.

**Sales Support:** We have a dedicated, growing team of in-house sales administrators and staff to coordinate sales and logistics.

**Pricing:** At Spicewalla it is our intention to offer a premium product without the premium price. We offer competitive prices while guaranteeing a higher level of freshness and flavour.



*"Our friends at Spicewalla took me on a tour of the new facility, and it was truly amazing to experience the passion they put into their craft."*

**-Katie Button, Cúrate & Button & Co. Bagels, Asheville, NC**



# FOOD & BEVERAGE PRODUCERS

## CREATE WITH SUPERIOR FLAVOUR



**Cheffy:** Being founded and run by talented chefs, Spicewalla is driven by a mentality that values the quality of the product, execution, and the satisfaction of our customers. We use Spicewalla in our own restaurants and understand and accommodate the demands of large scale production while using the highest quality ingredients.

**Quality & Freshness:** We order whole spices from our importers frequently and in small batches. That way we know we're getting the freshest product possible. It's this thought and care that we pass down to our customers in food and beverage production to ensure that whether you're ordering a pint or in bulk quantities, your spices are packed to order and ready to be incorporated into a final product that's fresh and flavorful.

**Creativity, Customization, and Brand Support:** With the support of Chai Pani Restaurant Group's dedicated in-house

creative team, Spicewalla is able to work closely with our partners to develop new products and packaging, while maintaining a look and voice that aligns with your brand.

**Experience/Clients:** From the large scale production and distribution of Highland Brewing to the smaller scale production of the locally grown Farm & Sparrow Granola, our many spices can be tasted in products distributed across the country. Here are just a few brands in the ever-growing list of who we supply: Highland Brewing, Roots Hummus, Urban Orchard Cider, Ginger's Revenge Ginger Beer, Biscuit Head Custom Rubs, High Five Coffee, Farm & Sparrow Grains, and Asheville Tea Company.



**Locally-minded:** Asheville is a haven for those that care and want to make better food products. We are lucky to be amongst like-minded folks and we seek out those that share our values in building locally-minded brands.

*"Spicewalla has helped us source ingredients from Indian Coriander for Starchaser White Ale to Cinchona Bark for Slow Crush, Tart Spritz Ale. It's a local company with global connections and tastes. Their spirit for spices is a great pairing with our passion for beer."*

**-Leah Ashburn, Highland Brewing Company President & Family-Owner**



# HOW TO ORDER:

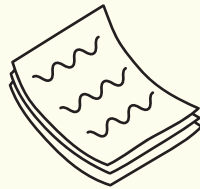
## STEP 1:



Reach out to us to set up an account! You can contact us through:

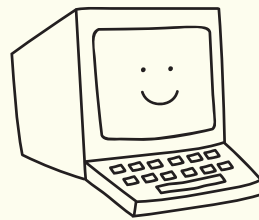
- **Our website:** [www.spicewallabrand.com](http://www.spicewallabrand.com)
- **Email us** at [info@spicewallabrand.com](mailto:info@spicewallabrand.com)
- **Give us a call** at 828-417-7010
- **Or stop by** our facility at 829 Riverside Dr. Suite 110 Asheville, NC 28801

## STEP 2:



We'll walk you through all of the paperwork you'll need to set up your account, tax exemption, and establish credit terms.

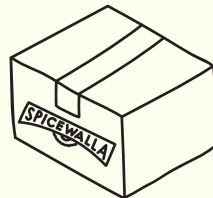
## STEP 3:



Once we have your account set up, you can send us your first order! You can place an order through:

- **Our website,** [www.spicewallabrand.com](http://www.spicewallabrand.com)
- **Send your order** to [orders@spicewallabrand.com](mailto:orders@spicewallabrand.com)
- **Or give us a call** at 828-417-7010 and speak to a helpful Spicewalla.

## STEP 4:



You'll receive your order quickly and efficiently with our signature "mind-blasting" customer service.

Our team is literally standing by to provide mind-blasting customer service



The Spicewalla team is dedicated to our mission of getting better, fresher spices into the hands of everyone. We hope to change the narrative that spices are just a commodity instead of an elevated ingredient. We hope you'll join us on this journey to spread the good word of Spicewalla; fresh roasted, fresh ground, small batch, superior flavour. Taste & Believe with Spicewalla.

