



Pepper Dog Specialty Foods, Inc .

For Immediate Release

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Pepper Dog Salsas are now available throughout Whole Foods Northeast Region

Pepper Dog Specialty Foods, Inc. of Apex, North Carolina announced today that its Pepper Dog Salsa line is NOW available at Whole Foods Market Northeast Region stores.



“We are very excited to branch out into another region of Whole Foods Market,” said Tom Molthen, the creator of Pepper Dog Salsa. “Pepper Dog Salsa has been available as a local product in Whole Foods Market South Region for a couple years, and it’s great to have our product available in the region which includes New York, New Jersey and Connecticut stores.”

Originally developed from an abundance of homegrown peppers, the award-winning salsa is available in Mild, Medium, Hot and Salsa Verde flavors. Its smooth consistency and smoky flavor, while being made without onions and vinegar, has allowed it to carve out a niche in the competitive salsa category. “We know we have a great-tasting product and look forward to introducing our salsas the Whole Foods Market customers in the Northeast Region.”

“Pepper Dog was one of the first salsa’s we tasted during our category review. Its flavor profile and texture stood out from the get-go. It was a clear winner, making the decision to introduce it to our customers and Team Members an easy one,” said John Davidowitz, the Regional Grocery Buyer for Whole Foods Market, Northeast Region.

Pepper Dog Medium Salsa won a 1st Place Scovie Award in the All Natural Salsa Category in the 2009 Fiery Food and Barbecue Contest in Albuquerque, New Mexico. For more information on Pepper Dog Specialty Foods, Inc., visit www.pepperdogbrands.com or call Ginger Molthen 919-367-8485.