

For Immediate Release

Adams Flavors, Foods & Ingredients introduces “Culinary Tonight” Premeasured Seasoning Kits

GONZALES, TEXAS , May 2, 2011 Adams Flavors, Foods & Ingredients, makers of World Famous Adams Best Vanilla, is introducing *Culinary Tonight* , a new line of premeasured spice and meal solution kits.

“Our research tells us that consumers want to eat new and innovative, fresh and delicious foods cooked at home, but don’t want time consuming and complicated recipes to follow”, says Sterling Crim Chief Marketing Officer at Adams FF&I. “They want to cook culinary styled meals much like they enjoy in restaurants, often with just an entrée, side dish, and simple dinner salad.”

Culinary Tonight Premeasured Seasoning Kits provide all the seasonings needed to make a Restaurant Classic Entrée and Side Dish along with simple and intuitive cooking instructions. “Most often, all the consumer needs to buy is a pound to pound and a half of protein and less than a pound of a vegetable. Just in case the consumer needs a little help, we have provided links to how-to videos featuring our Kitchen Coach”, says Crim.

Culinary Tonight Premeasured Seasoning Kits will be hitting grocery store spice shelves by mid spring at a suggested retail price of \$1.89. The initial product launch will include the following items with several more ready in 2012.

- Grilled Steak with Mushrooms in a Red Port Wine Reduction
- Sweet & Smoky Salmon with Truffled Asparagus
- Tuscan Chicken with Mushroom Marsala
- Balsamic Glazed Pork Chops with Herbes de Provence Roasted Potatoes
- Kicked-Up Chicken with Sticky Corn
- Southwest Tacos with Ahuaca-Mulli Guacamole

Culinary Tonight Premeasured Seasoning Kits will be available in all HEB Grocery Stores by May 15th and most other Texas retailers by mid summer 2011.

END

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