

## **Media release**

**Tuesday, 6 September 2011**

### **Niche food company spices up awards**

Niche food company Spice n Easy has won an award recognising successful new businesses at the Westpac Auckland North Business Awards 2011.

The Birkenhead-based company, which sells traditional Indian food recipe kits containing pre-packed spices, won the Benefitz Best Startup Business Award impressing judges with its growth over the last two years in a tough economic climate.

“We were impressed by Spice n Easy’s commitment to developing the business, the range of products and research prior to releasing a product,” says Matthew Bellingham, Convenor of Judges.

“Even though Spice n Easy is still small, it acts like a big company in terms of its professionalism, planning and marketing. With this attitude it is destined for something great.”

Established in 2007 to meet increasing demand for homemade Indian fare, Spice n Easy trialled more than 50 recipes through a community cooking class using the students’ feedback to finalise the recipe kits.

Free of preservatives, artificial colouring and MSG, the Spice n Easy recipe kits are now sold in major supermarkets and speciality food stores throughout New Zealand.

Ngaio Merrick, Manager Business Development – North for Auckland Tourism, Events and Economic Development says Spice n Easy stood out in a highly competitive category.

“Startup businesses can sometimes struggle to get a foot hold in the market. It is fantastic to see a focussed company like Spice n Easy thriving in a highly competitive environment,” says Ms Merrick.

The annual Westpac Auckland North Business Awards celebrates excellence in the local business community and honours successful companies across 12 awards categories.

**ENDS**

*Caption: Gareth Wheeler of Benefitz (award sponsor), Vibha Soni and Sanjay Soni of Spice n Easy (award winner).*

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