



## DELICIOUS COOKING. MADE EASY.

When you look for spices in the supermarket these days, you'll soon notice a shelf stocked with colourful pots featuring friendly faces on their labels. Because instead of just the usual suspects like oregano, nutmeg and the like, the spice aisle is now home to products like Avocado Topping, Egg Topping and Pasta Allrounder from Just Spices, whose spice mixes inspire consumers' everyday cooking and bring more variety and fun into their kitchens.

Every recipe needs the right blend of spices to take it from ordinary to extraordinary. And this is exactly what Just Spices provides with its products that are spicing things up in the sector. The brand's vision? To make every dish tastier and encourage more people to enjoy and take pride in their cooking.

### A TREAT FOR THE SENSES

The Just Spices story began in its three founders' student flat. One evening, the three flatmates wanted to cook an Indian Dal – which seemed like a good idea, until they were stood in the spice aisle of the supermarket. They needed countless different spices which were all quite expensive and weren't presented in a way that made them want to part with their money. Everything seemed more or less the same and there was very little joy to be had browsing the aisle.

And that was the evening the idea of Just Spices was born. The plan? To transform the sad state of spices and make shopping for them an enjoyable experience. In 2014 the idea became a reality. Since then, Just Spices' colourful and innovative spice mixes – including all-rounders and toppings that de-



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liver delicious taste and give meals a wow factor as well as individual blends intended for specific dishes – have become a firm favourite in consumers' kitchens.

## PUTTING THE FUN BACK INTO COOKING

Just Spices has meanwhile grown to become a team of 150 people working to make every day more delicious. One of the company's main strengths is that it's never afraid to try new things, which is complemented by the speed at which it can innovate. This is how it managed to revolutionise the sector with the launch of its breakfast range including products like Oatmeal Spice alongside the launch of several sweet mixtures too. Popular best-sellers like Pumpkin Pie Spice and Coffee Kiss are further evidence of its innovative spirit. Every mix is carefully conceived and devel-

oped by a team of experts and made with natural ingredients with no flavour enhancers or additives involved.

So whether you're looking for a quick meal idea for a busy day, preparing a dinner with family or friends, or just want to start experimenting in the kitchen, the mixes are there to provide inspiration and support. Finally, cooking is fun again!



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