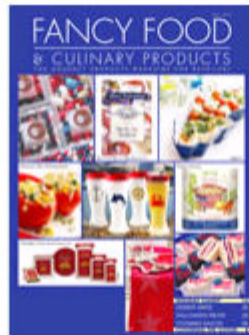




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## FANCY FOOD NEWS byte

The Weekly eNewsletter from  
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### Mrs. Renfro's Gourmet Salsa Gets UK Distribution Deal

Salsa fit for a queen? Renfro Foods thinks so. The Fort Worth, Texas manufacturer of Mrs. Renfro's gourmet salsa has signed a distribution deal with Hot-Headz!, a U.K. fine foods importer and distributor that offers the widest range of specialty hot sauces in the U.K.

Initial products tapped for placement include: Green Jalapeno Salsa, Habanero Salsa, Chipotle Corn Salsa and Mango Habanero Salsa. The salsas are expected to hit London area stores Whole Foods, Fortnum & Mason and others in mid-July 2010.



The distribution agreement has been a long time coming.

"The U.K. has only five major retailers, whereas there are dozens in the U.S.," said Renfro Foods President Doug Renfro, who has made three trips to London in five years. "A lot of hard work, perseverance and patience has finally paid off," he added. "We couldn't be more ecstatic with the outcome."

For U.K. consumers, Mrs. Renfro's gourmet salsas will have hangtags with several recipe ideas. In the U.S., recipes are provided on the label.

"Having known of Renfro's salsas for a number of years and watched their steady growth in the USA we are delighted to be appointed as exclusive UK importer and distributor for such a major brand in the salsa category," says Hot-Headz founder and Chief Hot-Head Stuart McAllister.

"Consumers are now more aware of how salsas can be used in cooking to liven up a wide range of foods they wouldn't have thought of previously," he added. "Gourmet salsas like Renfro's have helped consumers move away from the perception that they're just good for dipping with tortilla chips. Recipes and tips on how best to use the salsa will appear on each jar to encourage people to use the salsa in as many ways as possible. We're delighted to offer Mrs. Renfro's Salsas to the UK market and see huge potential for long term success with the brand."