

**YOU DON'T JUST WANT TO COOK, YOU WANT TO THRILL!**

Introducing The Gorgeous Spice Club

FOR IMMEDIATE RELEASE –September 10, 2019 [Toronto, Canada] – The Gorgeous Spice Company launched today with a campaign on Indiegogo, offering 500 Charter Memberships to The Gorgeous Spice Club. Inspired by seasonal dishes, pop culture influences and recipe ideas, the club membership includes one spice and one blend delivered every month for six months, starting in October 2019, as well as recipes and serving suggestions, and The Gorgeous 'Zine.

The Gorgeous 'Zine is packed with articles about the origins of that month's spice, its pop culture credentials, wellness benefits, insights from professional chefs, more recipes and serving ideas, links to cool kitchen accessories, and even a streaming playlist to give your kitchen just the right spicy vibe.

"We know everything matters on the journey to a great meal," says Lindan Courtemanche, Co-Founder. "You want the freshest, most uncompromising ingredients, the best tools, and the skills to go with them. But when someone's face lights up at the first forkful, it usually isn't because of the carrots or the rice or the Brussels sprouts. It's because of what you did with them. It's because of some magic potion you found, and the surprising and clever thing you did with it. Ingredients give a meal quality, but spices give it life."

Charter Memberships start at \$99 and are available for delivery anywhere in Canada. As a Charter member, you will receive special status on your account as well as insider's perks and offers.

**ABOUT THE GORGEOUS SPICE COMPANY**

The Gorgeous Spice Company partners with independent spice merchants and craftspeople to source spices and create custom blends. "With all of our products, our goal is to provide the purest and most intense flavour experience. Each edition is made to order, in small batches just for us, and shipped within a few days of processing. The taste difference is incredible!" explains Louise Adams, Co-Founder.

"Our raw spices are processed to minimize stems and other non-essentials, and to make the most of the high oil content that gives them their flavour and aroma. This demands expert attention to things like processing temperature and even the speed at which spices are ground. It takes a little more time, and costs a little more than typical grocery store spices, but we think you'll agree the results are more than worth it."

The Gorgeous creators are two spice nerds (Louise Adams and Lindan Courtemanche) who share an unabashed love for tasty food and pop-culture.

For more information visit [TheGorgeous.co](http://TheGorgeous.co) or sign up to be a Charter Member on our [Indiegogo Project Page](#).

**The Gorgeous**

SPICE COMPANY

