

FOR IMMEDIATE RELEASE

CONTACT: | David Bacigalupi | (707) 527-8511

Armstrong Associates Ignites SupHerb Fusions™ Launch

Santa Rosa, CA—Feb 10, 2011— *“Delicious made possible”* – sums up Armstrong Associates’ brand and marketing launch for SupHerb Farm’s dynamic new product line, SupHerb Fusions™.



Armstrong Associates created the brand extension, trade advertisements and videos featuring SupHerb Farms’ Executive Chef Scott Adair showcasing the product line on SupHerb Farm’s website. Armstrong’s creative team chose to tantalize and intrigue even the most jaded taste buds via exotic, enticing and indulgent photos designed to inspire restaurant and foodservice chefs to create bold new menu items with SupHerb Fusions.

SupHerb Fusions are blends, pastes and purées of fresh frozen culinary herbs and specialty vegetables that deliver “fusions” of flavor.

“SupHerb’s secret is how their products unleash true culinary creativity,” notes Creative Director Tom Armstrong. “I love to cook and these ingredients are incredible, I only wish they were available at retail.”

SupHerb Farms is at the forefront of a culinary herb renaissance spreading across the country. “We’re making it easy and exciting for chefs to innovate menu items and streamline their operations,” said Executive Chef Scott Adair.

Visit SupHerb’s website at www.supherbfarms.com.



To learn more about Armstrong Associates visit www.armstrongcreates.com.

###