

FOR IMMEDIATE RELEASE

Savory Creations International Wins Broth Business at UCSC

(Santa Cruz, Ca University of California at Santa Cruz, March 16, 2006) Savory Creations International and 2 leading national brand chicken base manufacturers took part in a student tasting panel on the campus of UC Santa Cruz on March 16, 2006. Executive Chef, Dwight Collins asked each company to make the same soup recipe using their respective chicken base or concentrate, and the students would be the judge of which they preferred. By an overwhelming two to one decision, Savory Creations' Chicken Broth Concentrate won the competition.

We asked Chef Dwight the reason for letting the students make the choice and if he has done this in the past. "No, this was a first. The Savory Creations product came out 1st place hands-down when tasted by our chefs, but when made into a soup, the superior quality was muddled a little by the other ingredients. I came up with the idea to present identical soup recipes (all ingredients cut and measured identically) to our ultimate customers. Students were handed a questionnaire after tasting, and the results were decisive."

When Chef Dwight was asked the key consideration for you in choosing Savory Choice Chicken Broth Concentrate, he responded "taste was the primary factor when I first sampled the product; it's closest to made-from-scratch that I have tried in 30 years of cooking."

Chef further explained "the Clean Label (No-MSG, No-I+G and No-HVP) aspect of the certainly became one of the deciding factors, especially with the students."

"The fact that the 4.5 liter Bag-in-Box is shelf-stable and has a winebox-like dispenser enables cooks to have it on the shelf at their fingertips for all of its many uses" said Chef about the unique packaging.

Savory Creations International manufactures Clean Label savory broth concentrates for foodservice, retail and industrial applications. To learn more about this South San Francisco, CA. based company, visit our website at www.savory-creations.com.

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