



Marcia Hansen Photography

Huma Siddiqui said the title of her book is a tribute to her mother, who always wore a white jasmine flower in her hair and “who worried I would never learn to cook.”

White Jasmine

CPA, mother, author, cook and instructor Huma Siddiqui has added a

new title to her repertoire – entrepreneur – with the launch of **White Jasmine**.

White Jasmine is a line of products that incorporate Siddiqui’s family rituals, traditions and the customs of her native Pakistan. “Food is an integral part of all cultures and it is something that brings families and friends together,” said Siddiqui.

And she should know: after moving to Mount Horeb 10 years ago, Siddiqui found that, by and large, American cooks “like spices, but don’t know how to use them.” Siddiqui, who also works full-time for the Wisconsin Coalition Against Domestic Violence as Director of Finance and Administration, launched local cooking classes and demos, which led to a television show on a local station. Eventually her classes grew from local stores to affiliations with cooking schools in Illinois and Ohio and as far flung as Florida.

White Jasmine, a self-funded online business, sells a line of spices and teas, as

well as some items for personal and home decoration. Siddiqui markets her food products through Sentry Foods (in Madison), online and through the cooking schools, with whom she partners.

To complement her business and personal interests, Siddiqui recently published *Jasmine in Her Hair – Culture and Cuisine from Pakistan*, a cookbook and snapshot of her homeland.

Siddiqui has recently employed her son as the company’s sole salesperson and second employee, but she’s in no rush to expand more than she already has. “I have to lay the foundation first. I’m staying away from the fact that I can just distribute the spices in stores. I bring the spices and teach people how to use them. That’s what makes it unique. I love it when people email me and say ‘I made that and it turned out really well!’”

Huma Siddiqui, President

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