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White Jasmine spice blend designer tins are perfect package

MADISON, WI—Making flavorful meals in 30 minutes or less is at the heart of every episode of the White Jasmine Everyday Cooking Show.

Show Host Huma Siddiqui says creating delicious dishes in a matter of minutes requires having her kitchen ready to go with the right tools. So when it came time to find the perfect containers for White Jasmine’s Sajji Masala, Tandoori Masala and Garam Masala spice blends, Siddiqui wanted something that would be easy to use while also looking great displayed on the kitchen counter.

What she came up with was White Jasmine’s new spice blend designer tins, now available at Whole Foods Markets in Madison, Milwaukee, Minneapolis, Chicago and Ann Arbor, Mich.; Metcalfe Sentry stores in Madison; and on White Jasmine’s Web site at www.whitejasmine.com.

“I’ve always been fond of spice tins because they are so easy to use,” said Siddiqui. “I just dip a spoon in or use my fingers to get as much as I need. It’s so simple and you can cook a lot of dishes in a small period of time by having the spices right there.”

The tin’s clear lid makes it perfect for displaying the colorful White Jasmine spice blends inside. “When I cook I always say that the food has to be simple to prepare and look as good as it tastes,” says Siddiqui. “The same goes for my products. They have to look beautiful and be easy to use.”

White Jasmine’s 3-pack spice blend gift set is coming soon. The set will include the three signature spice blends, select recipes and a White Jasmine Everyday Cooking Show DVD filled with plenty of great ways to bring these wonderful spices into everything from weekday chicken and meatloaf to weekend barbeque and burgers.

Siddiqui’s versatile spices, flavorful cooking and playful personality can be seen each week on the White Jasmine Everyday Cooking Show, which airs Mondays at 1:30 p.m. on WMTV-NBC 15.

Madison, Wisconsin based *White Jasmine* was founded in 2003. Siddiqui, and her son and Vice President of Sales Samir Karimi proudly run the family business that represents a celebration of family rituals, traditions and customs in life.

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