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Contact: Huma Siddiqui
Phone: (608) 437-1250
E-mail: huma@whitejasmine.com

New Sajji Masala brings tasty change to everyday cooking

MADISON, WI – Huma Siddiqui says if her mother were alive today she would be, “quite tickled” to see everything her daughter is doing. The White Jasmine Everyday Cooking Show host remembers warmly the times spent with her mother cooking with traditional Pakistani spices. A lot has happened since her childhood days in Islamabad, including living on three continents before coming to the United States with her two young children in 1995. Thirteen years later the single mom is a CPA, business owner and host of her own television cooking show.

Change is something that Siddiqui has come to expect and embrace in her life. She hopes the release of her new **Sajji Masala** spice blend will bring out the curious side in people ready to discover a whole different world of great taste. “Sajji Masala brings together so many wonderful spices, and the aroma...well, just try it and see how easily these flavors can be added to your everyday cooking.”

The new blend’s barbeque flavor comes from a combination of chipotle, Mexican oregano, brown sugar and plenty of other great spices that make up its amazing taste. “I started to think about barbeque and chipotle kinds of flavors because that’s very common in the southern part of Pakistan,” said Siddiqui. What she created was the perfect blend of sweet with a bit of heat, adding just the right touch of flavor to anything from weekday meatloaf and fish to weekend grill favorites like chicken, ribs and burgers.

Madison resident Greg Wilkinson says Sajji Masala goes great on his grilled pork chops. “Pork chops are tough to get right on the grill. Sajji Masala gives them that perfect barbeque flavor without being overpowering.”

Scott Haumersen says he recently started mixing the spice blend with his egg salad. The Madison CPA is known for his delicious sandwiches seasoned with White Jasmine’s Tandoori Masala spice blend. But recently he tried replacing the popular Tandoori mix with the new Sajji Masala. “All I can say is, wow,” said Haumersen after tasting his newly seasoned egg salad. “White Jasmine has done it again.”

Beyond the great taste are the health benefits that all of White Jasmine’s spice blends and signature spices bring to the table. According to a USDA study, ounce per ounce spices have more disease-fighting antioxidants than fruits or vegetables.

Sajji Masala has joined Tandoori Masala on Whole Foods Market and Metcalfe Sentry store shelves in Madison, Milwaukee, Minneapolis, Chicago and Ann Arbor, Mich. All White Jasmine spice blends, as well as their specialty spices, teas and other products can be found on the White Jasmine Web site at www.whitejasmine.com.

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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