



For high-res photos, additional information, or to arrange an interview with Zena's SASS Founder, contact: Angela James, 408-358-7898 Angela@MediaOwls.com

What is Zena's SASS!? Zena's SASS! is a line of delicious gluten-free, vegan and low-glycemic (dFriendly), perfectly flavor-balanced and healthful nut-based finishing sauces. The flavors are often described as smooth and rich, sweet, tart and salty, with a little sassy zing. Hot or cold, Zena's SASS is an easy, go-to sauce for salads, dipping, topping, glazing, sautéing, in pan, in a wok, oven, or on the grill.

Founder Zena Krakowsky, who has a long career in the hospitality and restaurant industry, developed these Afro/Asian-inspired sauces with all fine quality kosher, low-glycemic, gluten-free and non-GMO ingredients. A blend of dry-roasted almonds or peanuts, tamari, blue agave, vinegar and seasoning, Zena's SASS is vegan, celiac- and diabetic-friendly and satisfying to variety of palates, from finicky kids to serious foodies.

Zena's SASS! flavors:

Sassy Peanut-Sesame Sauce

'Original' - with just a little sassy zing

Sassy Almond-Sesame Sauce

'Hott!' – adds a tasty bit of heat



Company Founder: Brimming with energy, creativity and sass, a young Zena Krakowsky ventured from her Bay Area art school to the High Sierra, where a strong lifelong connection to the world of fine food guided her into the restaurant business. There she developed and operated several businesses, including the acclaimed dining establishments O'B's Board, C. B. White's and Zena's Bakery Café and Catering.



After she sold and 'retired,' friends and customers prodded Zena to offer her Sassy Almond-Sesame Sauce and Sassy Peanut-Sesame Sauce to the public. At first, Zena whipped up SASS in a small commercial kitchen, labeling the donated containers with hand-lettered masking tape. Attuned to growing health awareness, Zena carefully reformulated her vegan sauces to be gluten-free and low-glycemic, and added a "Hott!" version of each. Swiftly she graduated to pallets of fresh bottles and computer-printed labels as SASS enjoyed steady word-of-mouth sales and fans of all ages...including children who suddenly enjoyed eating their veggies. Zena is currently developing new SASS flavors including chocolate, coconut and ginger-infused.

Story Ideas:

1. Healthy goes gourmet. Zena's SASS is vegan, gluten-free, and low-glycemic, but best of all, delicious and versatile. One tasty sauce can keep the whole family happy and eating right. An easy, go-to sauce for dipping, topping, glazing, marinating, sautéing, or grilling, it's the perfect complement for Asian-style chicken salad, stir-fry, and steamed and grilled vegetables, seafood, poultry, meats, desserts – and the list goes on.
2. Zena believes that simple, real ingredients make the best and tastiest foods, and that's why everything she uses to craft her products is chosen with health and meal enjoyment in mind. Zena's SASS is diabetic- and celiac-friendly so you can feel good about each flavorful bite. SASS-enhancing what is considered a restrictive diet puts the fun and flavor back into good food.
3. Even in this uncertain economy, it's the right time to follow your passion -- and reap the sweet rewards. Zena Krakowsky, founder of Zena's SASS, is an inspirational spokesperson for women and the baby boomer generation. She has a vivacious on-air personality, and is articulate and passionate about creating a successful, quality business. Zena retired from years as an entrepreneur in the food service industry – and due to popular demand, has jumped back in, turning her own go-to sauces into a business. Just two and a half years old, the company has earned national industry acclaim at the Specialty Food Association's International Fancy Food Show, and is moving steadily onto the shelves of high-end California fine grocers. In early 2014, Zena's product was in just a handful of stores, but the line is now approaching 100 stores along the West Coast, from Santa Barbara to British Columbia. Through Zena's philanthropic community participation, specialty food industry and foodie-centered events, she's attracted the attention of the general public and store buyers, prompting wider demand and greater distributor interest. In early 2014, Zena's product was in just a handful of stores, but the line is in upwards of 100 stores along the West Coast, from Santa Barbara to British Columbia; soon to Southern California and the East Coast.



Warm Kale Salad with Prawns & Zena's Sassy Almond-Sesame Sauce. Zena's SASS website carries a huge variety of crowd-tested recipes ranging from appetizers, entrees, salads and desserts, all incorporating the SASS line.

Where can I buy it?

Zena's SASS is available at a growing number of specialty food stores throughout the West Coast and Canada, and soon on the Atlantic Coast. Zena's SASS can be found at these locations <http://bit.ly/1hJFQ70>

Available online at www.ZenasSASS.com or by calling 831.247.7733. Wholesale orders are also available.

Zena's SASS is headquartered in Santa Cruz, California.

How much is it? MSRP ranges from \$7.99-\$9.99.

What else? Tasty and inspirational recipes using Zena's SASS can be found at <http://www.zenassass.com/category/recipes/>

In-store in-store tastings and events: Check Zena's SASS on Facebook, or email Zena@Zena's SASS.com to request information about all upcoming tastings and events.

Try Zena's SASS at the upcoming in-store tastings and events:

**San Francisco Professional Food Society Annual
Fundraiser - Barbecue**

Summer 2015

SF Chefs.Food.Wine

**Opening Reception Rising Star Chef Reunion
Union Square SF**

August 6, 6-10PM