



JALSA® Wows the Crowds and the Judges at ZestFest 2014

Jalsa® Bags 2nd Place in Fiery Food Challenge and People Choice Awards

Jalsa® Jalapeno Eating Contest Fires Up the Crowd

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Dallas-based start-up Jalsa Foods introduced **Jalsa®** - a unique fusion of Indian and Mexican flavors – to thousands of spicy food fans at ZestFest 2014 in Irving, Texas last weekend. More than just a delicious hot sauce, **Jalsa®** is a healthy marinade and cooking sauce that adds a burst of flavor and spice to just about any dish.

Jalsa's® fresh flavor and spicy zing made it a favorite of judges of both the Fiery Food Challenge Hot Salsa category and the ZestFest People's Choice Awards Salsa category. **Jalsa®** scored 2nd places finishes in both contests. "We are proud that **Jalsa®** made a strong showing when tasted head-to-head against so many well-established national brands," said Ameer Joshi, President of Jalsa Foods. "Just one month from when it was first introduced **Jalsa®** has begun to make its mark in the fast-growing spicy food market."



The **Jalsa®** Jalapeno Eating Contest was the highlight of Sunday's festivities at ZestFest. Three contestants made it past the preliminary rounds for a chance to face off for the grand prize – and a year's worth of bragging rights. After valiant struggle, Cesar Estrada of Fort Worth held off 4-time champion Liz Pineda to take home the championship. "We were excited to sponsor the

Jalsa® Jalapeno Eating Contest," Joshi added. "All the participants were great sports and put on a wonderful show for the crowd."

Jalsa® is made with all natural ingredients, and is low in sodium and gluten-free. Unlike some other hot sauces, the spice level of **Jalsa®** is not adjusted using capsicum extracts or oils, so fans of spicy food can enjoy the natural heat of **Jalsa®** with any snack or in their favorite dishes.

About Jalsa Foods

Jalsa Foods is a private company based in Dallas, Texas. For more information on Jalsa Foods, its products and corporate mission, visit their website at www.getjalsa.com. You can also follow what's new on Facebook.com – Jalsa Foods and on Twitter and Instagram - @JalsaFoods.

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