

Press Release "The Love of Chilies"

## **They taste like freshly picked... the unique **The Love of Chilies!** Hot and fruity: Chilies startup sells aromatic chili rings from the Canary Islands.**

Berlin, 8th of October 2012.

People who truly love **hot chilies** don't just appreciate their spice, but also the **fruity aroma**. Many people don't live in a country where fresh chilies grow and are dependent upon buying packaged fresh chilies of unknown origin and often disappointing taste. What we end up doing is resorting to dried chilies, which taste like paper. Or we use ready made chili sauces or pastes, which do have aroma, but strongly influence the taste of our food. **A smart entrepreneur from Berlin has solved the problem.**

For two whole years the passionate Chili head **Josefina Petrus** searched for ways to preserve fresh chilies in a way that conserved not just the spice but also the flavor.

**This is the debut of The Love of Chilies. From today, Chili heads can access spice from a tin without sacrificing aroma. The online shop sells tins and refill packs and ships throughout Europe.**

### **Hot chilies from the Canary Islands - handpicked and in tune with nature**

Josefina discovered the perfect chilies on the **Canary Islands**. The chilies from the Pequin variety grow on **Finca la Sarantontona**, a traditional family farm on the island of Lanzarote. Josefina has become friends with the family: "They run their farm in tune with nature and have strong environmental values. This is ideal for our chilis. I believe the care that the family takes with them and their huge respect for nature is captured in their taste." Cultivating anything on the windswept volcanic island is hard, and any plant that braves these harsh conditions develops even more aroma than usual.

### **A blast of Pequin**

Finca la Sarantontona specializes on small chilies of the Pequin variety. They are up to 40 times hotter than Jalapenos and have a citrusy, smoky and nutty flavor. These chilies cannot be harvested by a machine, but need to be picked by hand.

### **The production secret of **The Love of Chilies****

After Josefina discovered the perfect chilies, she searched for the perfect means of conserving the fruit. The experienced nutrition and food production experts of the Technical University of Berlin helped test different varieties of conservation. A **freeze-drying** process turned out to be the ultimate way of preserving spice as well as flavor.

After hand-picking, the chilies are freeze dried quickly. The small hot fruits oxidate quickly after cut, so a

rapid processing is absolutely essential. The final product is then placed into the characteristic black tin or into refill packs.

### **Sustainable product design**

Josefina thinks of the environment, here, too: "In order to encourage reuse of our **black tin**, it had to look great on the dining room table. For the product's design, we worked together with **Markus Weisbeck**, a highly regarded contemporary designer. Markus is Professor of Design at the **Bauhaus University in Weimar** as well as Founder of the design studio Surface ([www.surfacegrafik.de](http://www.surfacegrafik.de))."

### **The Love of Chilies – Prices and Ordering**

With an exception of the gourmet food place "Bodegas Stratus" in Yaiza, Lanzarote ([www.stratvs.com](http://www.stratvs.com)), **The Love of Chilies** is available only online. You can order them in the black tin and later buy refill packs.

The Love of Chilies, black tin, 9g, €14 (including shipping in Europe and VAT)

The Love of Chilies, refill pack (x2), 2x10g, €14 (including shipping in Europe and VAT)

Press and bloggers: Test product available on request from [captain@firstscoutin.com](mailto:captain@firstscoutin.com) or [jp@theloveofchilies.com](mailto:jp@theloveofchilies.com).

### **The Love of Chilies in the internet**

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The online shop is at: [www.theloveofchilies.com](http://www.theloveofchilies.com)

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