

Suzie's Organics Launches Six New Products in Time for Picnic Season
Creative Agency also Hired to Refresh the Brand's Image

Pendleton, Ore. (March 5, 2019)- [Barhyte Specialty Foods](#) has released a major expansion to its Suzie's Organics product line with the addition of six new products. The full "Pantry Essentials" line, which debuts at Natural Products Expo West, features common- but high quality- household condiments, perfect for the family dinner table.

In addition to Suzie's Organic Mustards, Ketchup and Real Mayo, the line now includes: Soy Sauce, Cocktail Sauce, Tartar Sauce, Super Spread, Honey Mustard, and Worcestershire Sauce – all of which are USDA Certified Organic and made using ingredients sourced in North America.

During development, the new products went through multiple rounds of blind taste testing to create the perfect flavor profile: one that's approachable, familiar and delicious. Says Head of Product Development, Suzie Barhyte, "we want Suzie's Organics to taste like their national brand counterparts, but they're organic, have an attractive label, manufactured with wind power and made by a family company."



Simply Made. Simply Good.

In addition to the new product launches, Barhyte hired creative agency Michael Patrick Partners to help give the Suzie's label a design refresh. Each Suzie's Organics item now features a distinctive, fun center illustration and catchy tagline, such as "Moby Dick Approved" for Tartar Sauce. The new design provides a unique element for each product and options for future items, while helping maintain an overall cohesive look for the brand.

Suzie's Organics are available to purchase in select grocery stores and online at [SuziesOrganics.com](#). MSRP ranges from \$3.25 to \$6. For more information and to request samples, please visit [SuziesOrganics.com](#).

ABOUT BARHYTE SPECIALTY FOODS

Barhyte Specialty Foods, based out of Pendleton, Oregon, has roots dating back 200 years and 6,000 miles away in Germany, where Jacobus Barhyte first created a sweet-and-sour mustard that he brought to the US. Many generations later, Jan and Suzie Barhyte began selling mustard from the original recipe, as well as other signature creations, through their Swift and Martin Station Deli in Pendleton. Thanks to overwhelming demand, the family launched their own manufacturing operation in 1977. Today, the company offers more than 65 award-winning mustards, marinades, salad dressings and other condiments through multiple premium brands, such as the signature Saucy Mama name, as well as through co-branded and private label relationships.

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