

## **Casual grilling with a Gourmet flair, Knox's Spice Company Introduces their flagship line of gourmet dry rubs.**

Chicago, IL, May 20, 2005. -- Knox's Spice Company is proud to announce our flagship line of gourmet dry rubs created for a true rub lover. Initially offering 3 flavors; Chipotle BBQ, Jamaican Jerk and Cracked Pepper. Our Dry rubs are made from the finest and freshest quality herb and spices available in generous quantity because we know how people should, and do, use dry rubs.

The Knox Family, for some time, would trade dry rub recipes between family members or make and send dry rubs as gifts to each other. This eventually evolved into a bit of a friendly competition between Bryan Knox and his younger brother Tim Knox. Trying to out do each other and create the the best Barbecue and Jamaican Jerk rubs. Eventually, they put their heads together and decided, instead of competing, to make one excellent recipe that they could both call their own. This is how Knox's Dry Rubs were born.

Balancing all the properties that make a great barbecue dry rub; rich intense flavor, smoky, spicy and slightly sweet as well as a spicy Jamaican Jerk created with fragrant Jamaican Allspice, Thyme, ginger and other Island flavors that will send your taste buds on an Island adventure. Creating dry rubs that enhance the natural succulent flavor of meat, or be used as a spice sprinkle to snap up whatever you like. Creating quality gourmet dry rubs without the use of "preservatives or ingredients they could not pronounce" was a mission accomplished with flying colors. There are no preservatives or MSG in Knox's Dry Rubs.

"We love and use our dry rubs ourselves and created a package to project the time, effort and love that goes into making them. Traditional, tasty and serious. We do not make a novelty product and wanted to make sure it says gourmet from the label right to the center of our box." - Bryan Knox

Already planning the next wave of Knox's Spice products which may include a traditional Brazilian BBQ and the infusion of Asian flavors into rubs and blends. There are going to be some gourmet surprises, but could not discuss them, we will have to wait.

Scheduled to be ready to ship my May 30, 2005, Knox's Dry Rubs are already scheduled to be available at Giselle's good food to go, gourmet market (Chicago) and can be ordered directly (retail and wholesale) from <http://www.knoxspice.com>

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