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## **McClancy Seasoning Co. Introduces Spice Trader® at IFT Food Expo**

**FORT MILL, S.C., July 14, 2005** – The Big Easy is known for its fabulous flavors, and you can count on McClancy Seasoning Co. to “spice it up” – N’awlins style – at the 2005 Institute of Food Technology (IFT) Annual Meeting and Food Expo, to be held July 17-19 at the Ernest N. Morial Convention Center in New Orleans, Louisiana.

McClancy, a fully integrated food development company, will introduce Spice Trader®, a new private line of custom blended seasonings that’s a step above the everyday. Visitors to Booth 2549 will have opportunity to sample Crazy Cajun rice, prepared with one of the “top shelf” seasoning blends available under the Spice Trader brand.

“Spice Trader® ingredients come from the best spice sources from around the world. We blend them, bottle them and send them directly to restaurants. Diners will be delighted with the flavor-rich dishes created with these exceptional seasonings,” said Reid Wilkerson, president, McClancy Seasoning Co.

At IFT, McClancy will also be showcasing its co-packing capabilities, including sugar and sweetener packets and new vertical double drop equipment for stand-up packaging.

“We always enjoy the opportunity to see familiar faces and meet new friends at IFT. It’s a great forum to discover new products and solutions and share ideas with colleagues,” said Wilkerson.

### **About McClancy Seasoning Co.**

Headquartered in Fort Mill, S.C., McClancy Seasoning Co. is a fully integrated food development company specializing in research and development, custom blending and co-packing capabilities. Producing a high-quality variety of food products, McClancy specializes in a wide range of food production including desserts and salads, gravies, sauces and soups, meat seasonings and marinades, batters, breadings and bakery, snack foods, dairy blends, drink mixes, and whole and ground spices. McClancy works with each client to customize an order through an acclaimed research and development team, a wide variety of custom blending and co-packing services. Additionally, the company has expanded its capabilities to include more sugar and dairy based products to accompany the time-tested savory goods McClancy has been known for throughout the past 55 years. McClancy is an active member of the American Spice Trade Association. For more information on McClancy Seasoning Co., please visit [www.mcclancy.com](http://www.mcclancy.com) or call (800) 843-1968.

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