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Tough Times Call for Well-Stocked Pantry, Spice Rack

SpiceStack Keeps Home Cooks Organized and Ready

- As a result of the economic crisis, 43 percent of American consumers are spending less at restaurants than they did compared to a year ago, [according to a survey by Norcross, Ga.-based hospitality research firm A Closer Look](#).
- The economic crisis has brought comfort food, nostalgic brands and at-home cooking back in style, [according to Janet Helm of the Chicago Tribune](#).
- When cooking meals at home, it's important to have a well-stocked pantry to avoid last-minute trips to the grocery store. Pantry staples should include pasta, rice, canned soups and vegetables, baking ingredients, oils, and spices.
- Being [organized in the kitchen](#) will save time, money and stress.
- The SpiceStack was invented by actual cooks to best keep store-bought spices organized and fresh in the kitchen cabinet.
- Cooks armed with a SpiceStack will appreciate knowing which spices they own and where they are located for quick and easy at-home meal preparation.

Product Details:

- SpiceStack holds 18+ spices in the dark, dry kitchen cabinet where they stay freshest.
- Patented drop-down drawers allow cooks to easily find, retrieve and replace spices while cooking.
- Horizontal stacking of spices in cabinet saves valuable countertop space.
- The sleek, compact unit includes 96 drawer labels for the utmost organization and ease of use.
- SpiceStack is one of the only empty spice racks available today that does not require transferring spices from original containers, saving time and stress in the kitchen.
- Cost is \$24.95 with free shipping and handling (S&H charges apply to Alaska, Hawaii and Canada). To order online, visit www.SpiceStack.com. Or send a check for \$24.95 per unit to SpiceStack Inc., 524 S. Patton Ave., Arlington Heights, IL 60005.

Innovation Background:

- SpiceStack was invented by Mark Greenwood, a Chicago-based product designer and entrepreneur who is married to an avid home cook.

- Greenwood dreamed up the SpiceStack concept when he observed his wife's frustration in finding a spice from her overflowing, jumbled pantry.
- The SpiceStack is proudly manufactured in the USA for top quality and durability in addition to its "no-brainer" functionality.
- After two years in business, over 100,000 SpiceStacks have been sold through SpiceStack.com, various catalogs and online retailers.
- Greenwood's daughter, Lauren Greenwood, who also works for the family business, hopes the SpiceStack will be sold in major retail stores by 2010.

Quotes:

"The SpiceStack is an "ah ha" product. We've taken it on the road to cooking shows and people immediately recognize its value and place in an organized kitchen." - Lauren Greenwood, President, YouCopia Products Inc.

"Spice organization is a problem area in many kitchens because bottles need to be easily accessible, yet out of the way and safe from light and heat. Fancy spice racks that take up space on the countertop and dictate spice selection are simply not useful for the modern day cook." - Lauren Greenwood, President, YouCopia Products Inc.

"SpiceStack is such an improvement over the old carousels that were used previously. Every spice is visible....I no longer have to juggle and dig for the elusive needed spice." - Ann S., SpiceStack Customer in Long Beach, Mississippi

"I've been looking for a spice rack that works for more than 30 years. I love my SpiceStack! It's compact, fits all kinds of spice containers, and makes the spices easy to find." - Sharon K., SpiceStack Customer in Baltimore, MD

"I was totally thrilled to find a product that could help me organize my spices in a pantry space that is unique to me" - Barbara H., SpiceStack Customer in Hurricane, Utah

Links to Relevant Coverage To Date:

[*Your Spices Are Really Stacked, FoodGearShow.com*](#)

[*SpiceStack, Why Didn't I Think Of This?, Christie's Corner*](#)

[*Spicing Things Up, J. Scott Wilson, Food Editor, WLWT.com*](#)

[*Stacking Up Big Sales, Kim Mikus, Daily Herald*](#)

Images:



Note to Editors: For high-res images or a product sample, email cynthia@spicestack.com.