

THE DELICIOUSER

FOR IMMEDIATE RELEASE

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What's More Delicious than Delicious? Introducing The Deliciouser

MADISON, WI, September 6, 2021- **The Deliciouser** is a line of chef-curated spice blends, sea salts and culinary gear available online and at select retail locations. Created by local chef Patrick O'Halloran of Lombardino's restaurant, **The Deliciouser** was born out of the forced closure of his restaurants due to COVID-19. "As a working chef, I rarely have time to cook at home," O'Halloran said. "This was my first substantial time away from my restaurant kitchen in over 20 years. Cooking is my passion and an important way that I connect with friends and family." This unique product combines cultures and flavors from across the world.

Quarantining with his wife Michelle and soon to be daughter-in-law, Anne Minssen, the family started to prepare nightly meals around their favorite travel destinations. "That coming together moment is really what matters most," Minssen said. The quarantine bubble included Patrick's daughter, Lucy, and her mom, Marcia Castro. Marcia is a trained chef and partner in The Old Fashioned, a Madison restaurant institution. Marcia also happens to be O'Halloran's ex-wife, making this a truly blended family business. Dinner conversations sparked the inspiration to start a spice blending business; a way to help others enjoy chef-quality meals and make their time around the table more meaningful.

Making food "more delicious than delicious" is what **The Deliciouser** is all about. The brand continues to grow through its website, with recipe posts giving informative backstories to each unique spice blends and where recipes offer a roadmap to home cooks. "It's like having a chef in the kitchen cooking alongside you," Castro explains. The expanding collection of globally inspired spice blends includes Japanese Togarashier, French inspired Vadouvan, Mexican Oaxaca and Ethiopian Berbere to name a few with newly crafted blends slated for release seasonally.

The team works out of their spice lab on Atwood Avenue in Madison, WI. Spices are packaged in attractive and elegant jars conveniently labeled on both the front and top; refills are offered in small and large spice pouches. In addition to online and local retail options, custom blends, corporate pricing and wholesale options are also available.

For more information or to order today, please contact us at info@thedeliciouser.com or visit TheDeliciouser.com.

