



Contact: Ben Shelton
Tel: (847) 537-3100 x208
Email: ben@spicedjam.com

FOR IMMEDIATE RELEASE

KISSEL'S SPICED JAM LAUNCHES ECOMMERCE WEBSITE

Manufacturer Augments Retail Distribution with Online Store

WHEELING, Illinois – July 30, 2009 – Kissel's Spiced Jam, Inc., manufacturers of the world's first and only line of Spiced Jams, announced today the launch of its online store at www.spicedjam.com. While the company continues to expand its reach rapidly into conventional distribution channels and supermarkets nationwide, online direct sales are seen as a means of assuring availability to even more consumers across the nation and even worldwide.

"We receive emails all the time from people asking when our product line will be available in their own supermarkets", states Ben Shelton, Kissel's Spiced Jam CEO and marketing strategist. "They've tried it with tea, with cheese, or at breakfast while visiting friends or relatives in cities where the product line is available; and now they want it where they live."

While the company expects its revenues to quadruple through the retail distribution channel in 2009, the potential for growth online is even higher. "We've tried to forecast our online sales for the coming year, but it's almost impossible to predict", continues Shelton. "If you combine direct sales from our website with that of potential online partners, who do everything from cheese specialties to gift baskets, we can only increase our incremental revenue and build the strength of our brand."

About Kissel's Spice Jam

Kissel's Spiced Jam, Inc. manufactures the world's first and only product line of its kind, pairing fruit and spice combinations that often occur together naturally in wine, teas, and other foods raised from the soil. Using all natural ingredients, the Kissel's Spiced Jam product line consists of six original flavors (including Apricot Rosemary, Blueberry Lavender, Strawberry Basil, Peach Coriander, Cherry Fennel, and Plum Tarragon), all produced using the company's exclusive "open-kettle" cooking technique at the company's plant in Wheeling, Illinois.

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For more information about Kissel's Spiced Jam, Inc., and the Kissel's Spiced Jam product line, visit the company's website at www.spicedjam.com.