

Khalsa Salsa, Portland Based BIPOC Woman Owned Business Wins 2021 Good Food Award for Indian Fusion Salsa

Khalsa Salsa's Mango Habanero Salsa Takes the Win for Best in Flavor at San Francisco Good Food Awards & Will Donate \$1 For Every Salsa Sold To COVID Relief Efforts in India



Oregon, Portland, May 6, 2021 (IssueWire.com) - Aiming to disrupt the salsa category by bringing a new flavor twist to a predictable category, Portland-based start-up Khalsa Salsa celebrates being named a 2021 Good Food Award winner for their Mango Habanero salsa. Salsa is a snacking staple, from dipping a chip to adding heat and dressing up a dish with complex, fresh flavor. Khalsa Salsa's Indian fusion salsa comes in Classic, Black Bean, and the award-winning Mango Habanero.

Each salsa is blended with all-natural ingredients and the spices of home for Rippy and Sukhdev Singh who arrived at the Bay Area from Punjab, India in the '80s and moved to Portland in 2004.

"We loved the tangy, tart, sour and hot tastes we came to love from home, so we decided to blend those Indian spices with the fresh flavors of Mexican salsa," says Rippy. "We knew our friends were enjoying the bright, bold, burst of flavors created from real, fresh ingredients sourced locally and realized the ripe opportunity to bring our unique take on salsa to Portland eaters." They are proud to bring Indian Fusion flavors to the NW and share with the community their international twist on this classic, ***"of the dozens of salsas on the shelf for customers to choose from, ours really bring something unique to the table"***.

Customers have been sharing what they love about Khalsa Salsa, Preeti first found Khalsa Salsa at the Hillsboro Farmers Market, ***"These Indian Fusion salsas are the bomb! Gonna have to hide a few in the back of the fridge away from the rest of the family and love supporting local"***. **John Boyle, who leads merchandising and marketing at Market of Choice, was instrumental in supporting Khalsa Salsa from its inception.** He was an early supporter and brought all 3 of the salsa flavors to their stores and to their customers' palates, ***"the salsas are a unique option our customers love and a personal favorite of mine. We focus on supporting local food and beverage producers as a core principle of our business and find customers who seek out Local Finds love to bring home the best of the NW"***. He further states, ***"we are thrilled to offer their salsa and have it as a featured local item in our stores"***.

At the core of Khalsa Salsa's business is a component of giving back to the community; with a focus on serving the underprivileged and vulnerable. The COVID-19 related humanitarian-crisis in India had been devastating and **Khalsa Salsa will be donating \$1 from every sale of salsa through Mother's Day to COVID-19 relief efforts in India.**

About Khalsa Salsa

Khalsa Salsa is based in the greater Portland area and creates a memorable line of Indian fusion salsas that includes Classic, Black Bean, and 2021 Good Food Award Winning Mango Habanero. They create healthy, gluten-free, vegan salsas made with fresh locally sourced ingredients with no artificial ingredients or preservatives. Khalsa Salsa is committed to *"Vand Chhakna"* which is sharing what one earns with those in need and do so by supporting organizations who are giving back to the community. Khalsa Salsa donates a portion of its profits to the Oregon Food Bank, Khalsa Aid, St Jude Cancer Hospital for Children, Portland Shriners Hospital, and the Virginia Garcia Clinic which provides health care to low-income communities in Washington and Yamhill counties.



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