

Khalsa Salsa, Beaverton Based BIPOC Woman-Owned Business, Wins 2022 National GOLD sofi Award Classic Indian Fusion Salsa

Nearly 2,000 Products Competed for the Top Specialty Food Association Award, Khalsa Salsa takes top prize in Salsa & Dips Category- the first ever fresh salsa to win in the Category.



Beaverton, Oregon May 19, 2022 ([Issuewire.com](https://www.issuewire.com)) - Khalsa Salsa, a local BIPOC, and woman owned Indian Fusion Salsa company, took home the GOLD for their Classic Salsa in the Salsa & Dips Category as part of the Specialty Food Association's (SFA) 2022 sofi™ Awards, a top honor in the \$170.4 billion specialty food industry.

Khalsa Salsa Classic was one of 102 winners selected nationally by a panel of specialty food experts from nearly 2,000 entries across 53 product categories and one of only two local companies to bring home a win to Oregon. Products are judged on taste, including flavor, appearance, texture and aroma, ingredient quality, and innovation. All tastings are anonymous and are held at the Rutgers Food Innovation Center.

"We are so excited to announce that **Khalsa Salsa Classic Indian Fusion Salsa** is the **Gold** winner for **SALSA & DIPS!** With an impressive amount of entries this year, this recognition is a true testament to the quality of their product.," says Russell Kolody of Specialty Food Association.

"We are honored that Khalsa Salsa Classic has won a Gold Award," says Rupinder 'Rippy' Kaur, owner of Khalsa Salsa "As entrepreneurs, we are always looking for ways to know that our product is appreciated. This is one of the ultimate stamps of approval and we're very grateful especially since the award inception – a fresh salsa has never won in the Category we were happy to be the ones to breakthrough."

The sofi Awards have been awarded each year since 1972 and winners will be showcased at the 2022 Summer Fancy Food Show, running June 12-14th in New York City. Khalsa Salsa will be in attendance representing their line of fresh salsas and new innovative salsa mix and more flavor pouches. Khalsa Salsa's Indian fusion salsas come in Classic, Black Bean and Mango Habanero.

###

Khalsa Salsa

Khalsa Salsa is based in the greater Portland area and creates a memorable line of Indian Fusion salsas that includes Classic, 2022 Good Food Award Finalist 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 a BIPOC-owned and woman-led company committed to "Vand Chhakna" which is sharing what one earns with those in need and doing so by supporting organizations who are giving back to the community. Khalsa Salsa donates a portion of its profits to various non-profits throughout the Pacific NW. Learn more at www.khalsasalsa.net. Khalsa Salsa Classic is found at <https://www.khalsasalsa.net/pages/where-to-buy>.

Specialty Food Association

The [Specialty Food Association](http://www.sfa.org) (SFA) has been the leading trade association and source of information about the \$170.4 billion specialty food industry for 70 years. Founded in 1952 in New York City, the SFA represents manufacturers, importers, retailers, distributors, brokers, and others in the trade. The SFA is known for its [Fancy Food Shows](http://www.sfa.org/fancy-food-shows); the [sofi™ Awards](http://www.sfa.org/sofi-awards), which have honored excellence in specialty food and beverage for 50 years.

Locations:

Market of Choice

New Seasons Market

Green Zebra Grocery

COMPANY NAME MEDIA CONTACT:

Khalsa Salsa

info@khalasalsa.net Instagram @khalsa_salsa

Rupinder Kaur (Rippy) 503.781.8806

Sukhdev Singh 503.481.9805

Shannon Hiller-Webb, Prosperus

shannonh@prosperus.com

503.928.9539

Press Contact: press@specialtyfood.com

Hashtags: #FancyFoodShow #FancyFoodNYC #sofiAwards #sofiStory



Media Contact

Khalsa Salsa

info@khalasalsa.net

503-481-9805

8778 SW 164th Place

Source : Khalsa Salsa

[See on IssueWire](#)