

Blank Slate Kitchen releases Zhug: will this be the next Sriracha?

Blank Slate Kitchen releases Zhug, a Yemeni herby hot sauce



Townshend, Vermont Mar 8, 2023 ([Issuewire.com](https://www.issuewire.com)) - [Blank Slate Kitchen](#), the innovative culinary company known for its unique specialty foods, including the only domestically-produced [Sichuan Chili Oil](#), has just introduced the first small-batch, shelf-stable, and nationally available [Zhug](#). An herby hot sauce of Yemeni origin, Zhug has been floated in thought pieces for years as a contender to be "the next Sriracha."

Zhug is a bright, herby, spicy, and versatile condiment originally from Yemen and popular throughout the Middle East. If you're not familiar with it yet, you could think of it as a Middle Eastern chimichurri, salsa verde, or pesto - a blend of chopped jalapenos, cilantro, parsley, garlic, lemon juice, and olive oil, and seasoned with salt, black pepper, cumin, and cardamom. With a bold, spicy flavor that is both hot and tangy, aromatic and herbaceous, it brings a savory, rich punch that works on almost anything. It is particularly well-suited for Middle Eastern foods such as shawarma, falafel, hummus, and grilled lamb. It is also great as a sauce or marinade for fish, chicken, or beef, as a sandwich spread, as a dip by itself, or mixed with yogurt or mayo.

"Our mission at Blank Slate Kitchen is to help people elevate their meals and discover new flavors," says Founder and CEO, Alex Sorenson. "In exploring iconic sauces from around the world, Zhug really stood out to me for its brightness and depth of flavor. I love cilantro and herb-based sauces and from the first taste, Zhug became an essential condiment in my fridge. It's such a versatile sauce that can be used in so many ways, from dipping sauce to marinade, or even as a topping for grilled meats or vegetables."

Blank Slate Kitchen's Zhug is available in 6 oz jars, is vegan and gluten-free, will retail for \$9.75, and is available at www.blankslatekitchen.com and at select specialty food retailers nationwide.

About Blank Slate Kitchen

Blank Slate Kitchen crafts intriguing international ingredients for the curious cook and was founded by New York Times-starred chef Alex Sorenson, who has worked in numerous fine dining restaurants in New York City. Blank Slate's products are crafted with the finest quality ingredients, all non-GMO and never with any preservatives, colorings, additives, or chemicals, and are designed to help people elevate their cooking and discover new flavors.

For more information, visit www.blankslatekitchen.com or follow Blank Slate Kitchen on Instagram @blankslatekitchen.

Media assets: https://drive.google.com/drive/folders/1PsZJ-27w94Hlft-S-s9tqRICGV92gMAE?usp=share_link

Contact: Alex Sorenson, Founder, and CEO, Blank Slate Kitchen, alex@blankslatekitchen.com

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Media Contact

Blank Slate Kitchen

alex@blankslatekitchen.com

6469025265

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