



Contact:

Becky Olsen
Communications & Social Media Manager
(801) 885-1211
beckyo@shirleyj.com

SHIRLEY J AT-HOME COOKING COMPANY EXPANDS TO ARIZONA

- Utah-Based Cooking Business Kicks-Off Expansion at AZ Women's Expo -

(Orem, Utah, March 22, 2011) – Shirley J, a just-add-water cooking company with headquarters in Utah, will hit the desert road during the last few days of April. The company is exhibiting at Arizona's Ultimate Women's Expo from April 30-May 1, a strategic business move that will perfectly position the company to introduce their foolproof products to Arizonians.

Shirley J's flagship product, Universal Sauce, will be heavily featured at the show. Universal Sauce revolutionized the commercial cooking industry and is now available for home use; the just-add-water alternative for cream sauces offers a healthy, low-calorie option and delivers a no-fail guarantee for gourmet taste and texture.

"I am a better cook and have cut my food budget because of Shirley J products," said Jen Carpenter, from Tucson, Ariz. "Universal Sauce lets me be creative in the kitchen, make healthier meals and use what I have on hand."

Shirley J claims success in several Western states and is anticipating a similar response throughout Arizona. A handful of Arizona locals are already loyal consumers of Shirley J products, and they attribute their preference to the products' quality, taste and economy, and to the multi-faceted benefits of Shirley J Universal Sauce.

"Shirley J products are unmatched in nutrition, price and taste," said Shon Whitney, executive vice president. "We are thrilled to come to Arizona, and we feel that once people taste



our products, they will become passionate consumers and understand why the finest chefs in the commercial industry swear by Shirley J.”

About Shirley J

Shirley J is a 30-year-old commercial cooking company that specializes in just-add-water soup, sauces and bakery mixes to make cooking more enjoyable, more economical and unfailingly successful. The company has headquarters in Orem, Utah. Visit shirleyj.com for more information and recipe applications.

###