



Yummy
Yammy

Yummy Yammy Announces the World's Only "Un-Salsa" at Fancy Food Show

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Vermont company Yummy Yammy is delighted to introduce the world's first Sweet Potato Salsa, redefining the concept of salsa by replacing typical tomato with America's favorite superfood: flame-roasted sweet potato.

Yummy Yammy's robust Sweet Potato Salsa blends are delicious, fun, and a delightful surprise to customers looking for a twist on an everyday favorite. So much so that some of their customers have dubbed it the "Un-Salsa".

Exhibiting at the Summer Fancy Food Show, June 28-30, 2015, at the Jacob Javits Center in NYC, Yummy Yammy Sweet Potato Salsas can be tasted and ordered at booth #5042 in the Vermont Pavilion.

Three vibrant world-class flavors ? the familiar Mexican plus ground-breaking Moroccan and Tuscan Sweet Potato Salsas ? delight and surprise customers on first taste. ?I could not stop eating it,? ?The entire family gobbled this up,? ?Tastes so good, I want to swim in it!? are recent customer comments.

Lisa Johnson, Yummy Yammy's founder and owner, created the recipes and launched the business idea in her Vermont home as a way to feed her young family more delicious but time-consuming sweet potatoes despite a full and busy family life. Over the past few years she developed the natural and specialty products into a full line of 5 extremely unusual salsas.

"My salsas are different in almost every way," reports Johnson. "There's not a bit of tomato, and we add no sweetener of any kind, because the flame-roasted sweet potatoes are a naturally slightly sweet base. So they are a bit thicker than typical tomato salsas, and richer in mouthfeel, and happen to have tons of nutrition.

"My customers call it the 'Un-Salsa', because it doesn't look or taste or act like any tomato salsa out there... Usually you put salsa on top of an already made meal, for extra flavor; our sweet potato salsas can also be the middle of your burrito or wrap. It's like a bean dip, but sweeties are the main ingredient. It's not sugary like sweet potato casserole -- they're savory. They've got almost a guacamole consistency, but imagine that, made of yams," Johnson laughs. "They're really not like anything else... I guess that's why they're nicknamed 'Un-Salsa!'"

Yummy Yammy Salsas are currently being sold online and in dozens of independent natural and specialty stores, Whole Foods Markets, cheese shops and wineries from Maine to Wisconsin and Florida to Colorado, as well as nationally via Amazon.

Made to be enjoyed as a dipping salsa or to dallop on burgers, wraps, and eggs, Yummy Yammy Sweet Potato Salsas are created by a woman with an extensive 25-year farm to plate background including organic farming; work in restaurants, 12 years managing natural food coops, and a decade of non-profit initiatives designed to bring folks in her region closer to farmers and their amazing produce.

Johnson exudes a deep respect for the sweet potato as a delicious, nutritious, and versatile superfood. Corporate titles tell all: as "Yambassador" she welcomes all her salsa fans to become Yambassadors as well via her website, <http://YummyYammy.com>.

Yummy Yammy's lovingly crafted Sweet Potato Salsas boast too many health and lifestyle claims to fit on the label: Naturally gluten-free, fat-free and sugar-free, full of powerful antioxidants, vegetarian, vegan, 250 calories or less in every 12-oz jar, with minerals, protein, fiber, and more. They are the perfect quick, delicious, and nutritious food, whether lavishing them onto hors d'oeuvres, or grabbing them with chips on the way to soccer practice, or creating a healthy workplace lunch.

Most importantly, Yummy Yammy's "Un-Salsas" are un-commonly delicious, un-usually orange, un-abashedly healthy, and un-like any other salsa in the world.

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Yummy Yammy is the home of the world's only salsas made from America's favorite superfood, sweet potato. Rich in mouthfeel, flavor, and nutrition, with zero fat and preservatives, Yummy Yammy's salsas come in Mexican, Tuscan, and Moroccan.

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