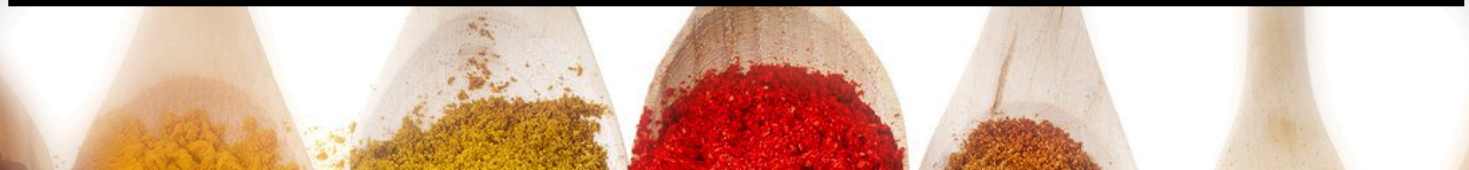


Fennel and Fire Difference!



QUALITY Like a fine wine, the soil and nurture that is given to the spice or herb matters. We provide you with the highest quality spices and herbs. We buy and sell in small quantity so that our spices will be the freshest you can find. We specialize in small batch artisan blends. As we like to say "Use 'em often, keep 'em fresh"!

EXCITING Excite Your Taste Buds is our motto. We want to give you unusual flavor and taste you have not experienced. We also want to excite all your senses with our spices. Enjoy the experience; the smell, the taste, the story, the shopping. We carry Limited Edition Blends. These are a blend of spices that uses a rare ingredient that we only have available during a certain part of the growing season or for a limited time from a certain part of the world. Make sure you take advantage of these Limited Edition opportunities to try something new that is sure to "Excite your Taste Buds"!

SIMPLICITY We want to make it simple for you to use our spices and enjoy the simplicity of our web site for shopping online. So here's what we've done: 1.) Kept the web site simple, with a modern feel and easy reading. 2.) Labeled the spice for its main purpose, though don't limit yourself to that. 3.) Given you recipes and an use's page for our spices. 4.) Developed Spice Hack. We are certified food magazine junkies and know many of you are as well. We have mixed some of the spice blends you need for certain recipes. Now all you have to do is "add to cart" and the spices will be delivered right to you, already blended. 5.) We offer refills, so you will never be without your Fennel and Fire. It's important that you use them often and keep them fresh. 6.) We send info to you with ideas, recipes, and information when you sign up for our Spice Flash News.

ALL NATURAL All our spices are all natural. We have searched for the highest quality and environmentally sound sources. We use organic when cost effective or necessary. All our spice blends have No MSG, No Fillers, No Preservatives, & No Anti-caking. All our salts have a certificate of authenticity.

BEAUTY Spices are beautiful. Our packaging lets our spices become art in your kitchen.

COMMUNITY & EDUCATION: We are creating a community to share your experiences & ideas and knowing you are part of what we do and why we do it! We also want to help the world understand how to use spices and how to make them part of your everyday cooking.

SECURITY: We have opted to use PayPal for all our charges. Since we would much rather spend our time creating spice blends for you, we left the security up to the professionals at PayPal. We also use Constant Contact for all our email purposes. We will not sell your email address.

OPPORTUNITY: We mostly depend on you to share your Fennel and Fire experience. Please let us know if you have shared our product or helped link us to growth opportunity so we can give you a proper

Thank You! If you are interested in hosting a Fennel and Fire Party or wholesale, contact us for more information.