



## **Manitou Trading Company Wins 2017 sofi™ Award for New and Innovative Bulgogi Seasoning**

*Natural ingredient brand takes bronze for unique Korean inspired seasoning*

WAUKEGAN, IL (April 27, 2016) – Manitou Trading Company’s Bulgogi Seasoning has won a Bronze Award in the Seasoning & Spice category of Specialty Food Association’s 2017 sofi™ Awards competition. This marks back-to-back wins for Manitou Trading Company, having also been honored for its bold-flavored Pilpelchuma Seasoning in the 2016 sofi Awards.

A top honor in the specialty food industry, a sofi Award represents both culinary excellence and innovation in consumer-packaged goods. Chosen after a blind tasting and scored based on flavor and ingredient quality, Bulgogi Seasoning was selected as a winner among 3,000 total applicants, with the winners chosen by a national panel of specialty food experts.

Crafted to recreate the complex, savory-sweet taste of bulgogi, the trending Korean barbecue favorite, Bulgogi Seasoning captures the dynamic flavor of the dish’s traditional marinade in a versatile dry format. Balancing umami-rich soy sauce and garlic with brown sugar, red miso, and fiery gochugaru chile flakes, the all-natural seasoning’s authentic flavor is a seamless marriage of sweet, spicy, salty, and umami.

Bulgogi Seasoning was a clear standout among the competition’s entrants. It represents a continued effort by parent company Woodland Foods to identify iconic sauces and marinades from around the world and use them as inspiration to create all-natural, clean-label, shelf-stable dry seasonings. This product—and many others in the brand’s spice line—is truly unlike any other on the market.

Bulgogi Seasoning is one of the latest additions to Manitou Trading Company’s unique line of globally inspired seasoning blends, which includes Kimchi Spice (Korea), Chermoula Seasoning (Africa), Cuban Mojo Spice Blend (Caribbean), Portuguese Piri Piri Blend (Portugal), and Chimichurri Blend (Argentina).

As a 2017 sofi Award winner, Bulgogi Seasoning will be showcased at Specialty Food Association’s Summer Fancy Food Show in New York from June 25 through 27, and will also be featured in *Specialty Food Magazine* and *Specialty Food News*. Manitou Trading Company and Woodland Foods will be exhibiting at the Summer Fancy Food Show in booth #1655, where samples of the award winning seasoning and other exciting blends will be distributed.

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## ABOUT MANITOU TRADING COMPANY

Manitou Trading Company®, a brand of Woodland Foods, is committed to seeking out the highest quality, most flavorful and natural ingredients available. We work directly with farmers and growers around the globe to bring you wholesome, clean-label foods with no GMOs, artificial additives, colors, or ingredients.

To learn more about the entire line of all-natural products from Manitou Trading Company, call us at (847) 693-7590, email us at [sales@manitoutradingcompany.com](mailto:sales@manitoutradingcompany.com) or find us online at [www.manitoutradingcompany.com](http://www.manitoutradingcompany.com).

## ABOUT SPECIALTY FOOD ASSOCIATION

The Specialty Food Association is a thriving community of food artisans, importers and entrepreneurs. Established in 1952 in New York, the not-for-profit trade association provides its 3,400 members in the U.S. and abroad with resources, knowledge and connections to champion and nurture their companies in an always-evolving marketplace. The Association owns and produces the Winter and Summer [Fancy Food Shows](#), and presents the [sofi™ Awards](#) honoring excellence in specialty food. Learn more at [specialtyfood.com](http://specialtyfood.com).