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**Spice World delivers flavor without boundaries**

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By

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Earlier this year, [Spice World](#), a specialty-produce company, expanded its ready-to-use product portfolio with the addition of Easy Onion 16-ounce jars, building off its launch of the squeezable Easy Onion in 2022.

“Easy Onion is a convenient, ready-to-use product that adds delicious, fresh flavor to any recipe without the peeling, chopping, or tears usually associated with onions,” said Mike Smith, senior vice president of sales for the Orlando, FL-based company. “The squeeze format is easy-to-use and pack for picnics and barbecues, while the jar, with its convenient wide-mouth opening, makes it easy for consumers to scoop generous portions of onion into their favorite recipes.”

With the onion category being a \$3 billion-plus market, surprisingly there has historically been a lack of prepared onions available in the market so Spice World feels Easy Onion serves this unmet need in a convenient way.

Both jar and squeeze bottles have helped consumers with meal prep and have become a mainstay in produce departments.

“Easy Onion meets the home cook’s need for a fresh onion product without the hassle of chopping and prepping the onions,” Smith said. “Consumers value convenience more than ever and Easy Onion is the perfect solution for the time-starved home cook. Easy Onion also gives consumers a ready-to-use onion with reduced waste from peeling and prepping.”

To help its retail partners, the company offers pre-packed shipper displays that some grocers have used for optimal product merchandising, and it also works with experienced brokers that assist with in-store merchandising.

“Floor displays do a great job of driving impulse purchases of onion products,” Smith said. “These secondary placements work well when placed near the onions and when placed near complementary items, such as hamburgers and hot dogs. For Easy Onion, we have introductory on-cap coupons that serve to encourage consumer product trial. The product is top notch and once consumers try it, we know that they will come back for repeat purchases.”

Easy Onion is just the latest product in Spice World’s line of convenient flavorful innovations. The company also grows fresh garlic in California, shallots in the Pacific Northwest and sources ginger from partner growers around the globe to create its other top products.

“Consumers are continuing to seek produce items that make home meal prep easier, and Spice World has been helping consumers elevate the way they eat by delivering innovative flavors that remove the common obstacles of prep time, seasonality, and clean-up for almost 75 years,” Smith

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said. “While we our anchored by fresh and bold garlic products, we also have zesty ginger and hearty shallots, offered in ready-to-use, peeled and squeezable versions. The Spice World line-up also includes fresh, ready-to-use seasoning blends.”

Looking ahead, the company has some big things planned.

“2024 is going to be a very exciting year for us,” Smith said. “We are celebrating 75 years as a company, and we will continue our tradition of innovation, flavor and convenience by bringing several new products to market in the coming months. While it is too early to reveal the products, we are confident both retailers and consumers will be excited about the new offerings.”

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