

General Fact Sheet

- Tastefully Simple, Inc., established in 1995, is the original national home taste-testing company and the brainchild of Jill Blashack Strahan, Founder & CEO. Based in Alexandria, Minnesota, Tastefully Simple offers upscale, easy-to-prepare gourmet foods that cater to today's hectic lifestyles.
- At Tastefully Simple taste-testing parties, guests sample products – allowing them to try before they buy – and receive serving suggestions, recipes and entertaining tips. With a direct-sales business, consultants offer clients personalized attention and the luxury of home shopping.
- Tastefully Simple offers more than 30 standard and some 25 seasonal products including seasonings, soups, breads, sauces, snacks, dressings, desserts and beverages. All products meet strict quality criteria and are either open-and-enjoy or made with one or two additional ingredients. Prices range from \$4.99 to \$9.99.
- With more than 25,000 independent consultants nationwide and more than 300 employees at its headquarters, Tastefully Simple is a thriving company earning \$138 million in sales in 2007.
- Tastefully Simple consultants are independent business owners who enjoy the unlimited earning potential and flexibility of self-employment.
- Because Tastefully Simple products are sold only through consultants, clients receive the benefits of exceptional standards for both products and service. Likewise, consultants receive exclusive commissions from all sales – even those from online orders.
- Tastefully Simple is a multiple award-winning company including being a 2005 *Inc.* magazine “Inc. 500” Hall of Fame recipient.
- Founder & CEO Jill Blashack Strahan is the recipient of numerous awards, including 2007 Entrepreneur of the Year from Minnesota Entrepreneurs, Inc., and inclusion in *Pink* magazine's list of the top 50 women entrepreneurs.
- Tastefully Simple has received national media attention, gaining placements in *Reader's Digest*, *Redbook*, *Woman's Day*, *Direct Selling News*, and *Quick & Simple* magazines, as well as on ABC TV's “Good Morning America” and CNBC's “The Big Idea.”

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