

# Morsel

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JANUARY . FEBRUARY . MARCH 2014

FREE

## Fermented Foods & Probiotics

### The Local Heat

featuring  
Reinneck Ranch  
& Devil's Breath  
Chile Company

## Kimchi, Kimchi, Kimchi

white turnip  
cucumber  
& traditional

## Nutrition Walk Run April 5!

Morsel is a magazine by Neighborhood Co-op Grocery

1815 West Main Street . Murdale Shopping Center . Carbondale 618.529.3533



# REINNECK RANCH

[www.ReinneckRanch.com](http://www.ReinneckRanch.com)

James Reinneck has poured, chopped, preserved and cooked a lifetime of experience growing his own food and turning it into recipes that people crave all over the country - even overseas.

“It’s just something I like to do,” he said, adding that he’s been at it since the the early 80s. “I like to play around with developing recipes. I had been making salsa over the years and had some pretty good recipes. I have literally given away thousands of jars over the years.”

His company is based out of Mascoutah, Illinois, a small town located about 75 miles northwest of Carbondale, near St. Louis.

The name of his company’s flagship product, Salsa Rose, was inspired by his daughter Jada Rose, who was born prematurely in 2008. It took time and no small amount of patience to wait as Jada’s condition slowly improved at the hospital. During that time, Reinneck made a batch of his salsa for the hospital nursing staff. Hospital staff liked it so much that they implored Reinneck to get it out there on the market. About a year and one business plan later, Reinneck did just that using his daughter’s middle name as inspiration for his super popular product.

Since then, James and his wife Hope have had a son, Levi, who has also served as the inspiration for another Reinneck product. It’s called Levi Rugged Chili and Reinneck plans to have on the market soon. Actually, he plans on adding more new items while increasing production of the existing ones due to the success of his salsa and bread and butter pickles.





The Reinneck Family - James Reinneck and his wife Hope with son Levi and daughter Jada Rose.

“We’re basically expanding our company and product line,” he said. “We have created local jobs from the volume of salsa and pickles that we now produce, which is awesome. We have a lot of good things happening here.”

Indeed. The two products that the Reinnecks have out now – his salsa and bread and butter pickles – have garnered awards. Quite notably his Salsa Rose won first place for the best salsa in the whole state of Illinois. In 2012, Reinneck won an award for his bread and butter pickles in the Mrs. Wage’s canning competition.

The Reinnecks buy locally whenever possible. The pickling cucumbers, for example, are grown in Southern Illinois. Currently, they are trying to increase their production of local ingredients to 100 percent, although that has proven difficult during the off season, when vegetables can be difficult to source. But Reinneck said they always go local first.

“We’re really trying to be part of that,” he said.

“There’s a lot of following for buying local, which is awesome for companies like ours.”

In fact, Reinneck still enjoys growing his own food. But he can’t grow enough for his family and his company, too.

“We just grow our own for personal use now,” he said. “We have some acreage where we grow our own plants from seed. It’s a passion of mine and just a lot of fun. We still do a lot of canning and packing. It’s nice to just enjoy the taste and the freshness of your own products basically year-round.”

Reinneck says that getting his company off the ground has been a lot of hard work, but fun and rewarding at the

same time. He gets emails and phone calls every day from people all over the state and the country requesting his salsa and pickles. They have even shipped to Iraq and Afghanistan.

“It’s been quite an honor to get all the compliments and hearing about people, including chefs, using our products in a lot of different ways,” he said.

During the course of the interview, Reinneck seemed truly astonished that something he created could continue to grow and be so popular.

“Our salsa is more than just a jar of salsa. It’s named after our daughter and the way it came about has a meaning beyond the product,” he said. “And the following we have is remarkable. It’s just amazing and very humbling. We’re very thankful to everyone that buys our product. Our family appreciates the support.

“That’s really the number one thing right there,” he concluded. “Thank you for your support.”