



In September 2012, Hope and James Reinneck of Mascoutah introduced their new line of salsa, Salsa Rose, which is produced and distributed under their own label, Reinneck Ranch, Inc. The salsa is now available at more than 200 locations in 10 states. For the holiday season, Reinneck Ranch is offering gift boxed sets (see photo below) ranging in price from \$11 to \$25.

*A holiday gift with a little zing*

## Impress foodies on your list with a salsa gift set produced and distributed locally

Salsa Rose gift sets by Mascoutah's James and Hope Reinneck range in price from \$11 to \$25 and are available at area Schuette's Super-Valu, Rural King and Schnucks locations.

For the favorite cook or food enthusiast on your list, how about a tasteful gift with a little zing — a Salsa Rose gift box.

Mascoutah's James and Hope Reinneck started producing and distributing their salsa two years ago.

Produced in mild and hot varieties in pint size and quart size jars, Salsa Rose is now available in over 200 stores across 10 states.

Locally, you'll find it at Schuette's SuperValu stores, Rural King and Schnucks, along with some specialty shops and farmers markets across the state.

"It's great to have our product out in the stores," James Reinneck said earlier this week. "The response has been awesome, and I never could have imagined it would be this good."

For the holiday season, the Reinnecks are offering gift boxes, ranging in price from \$11 to \$25. The box pictured above includes a 16-ounce jar of Salsa Rose Hot, two 16-ounce jars of Salsa Rose Mild and one 8-ounce pack of



**A gift box, like the one above, includes one 16-ounce jar of Salsa Rose Hot, two 16-ounce jars of Salsa Rose Mild and one 8-ounce pack of salsa flavored Hickory Smoked Meat Snack Sticks.**

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Salsa Rose is the result of years of trial and error, fine tuning and taste testing.

"I've been making salsa for years," James said. "Every summer faithfully since the 1980s."

Over the years, James said he has given out hundreds of samples of his homemade product, and that, in part, is how the couple's business venture was started two years ago.

In 2008, the Reinnecks were blessed with a baby girl, Jada Rose, who was born premature and spent a great deal of time after her birth in a St. Louis

hospital.

"I needed to de-stress for a bit," James explained, "so I went home and made a batch of salsa. When I returned to the hospital I gave sample jars to the nurses and they said, 'You should sell this.'"

James eventually took the advice to heart and started efforts to fully develop the product, fine tune the recipe and trademark the name.

"It took about a year to get all of the details of the business sorted out," he said.

With the idea of finally marketing their salsa product initiated during their daughter's stay in the hospital, the Rein-

necks felt it was only fitting to name it after her. Using her middle name, Salsa Rose was created.

The salsa is marketed under the company name of Reinneck Ranch, Inc., which is also the name of their Mascoutah home, located along Highbanks Road.

"It's been a work in progress for the past 15 to 20 years," Hope said of the family ranch. Hope worked on the label design which intertwines barbed wire, a beveled five-point star and a rose. A message from James is printed in the corner of every jar: "Fulfilling a lifelong dream dedicated to my family and friends. We hope you enjoy our products."

It was late September 2012 when the first batch of Salsa Rose was ready for distribution.

Today, the business continues to expand. Salsa flavored Hickory Smoked Meat Sticks were added in February, Salsa Turkey Jerky is coming out next spring and Zesty B&B Pickles are coming soon.

"Steadily, we continue to grow," James said. "We've got a lot of new stores to go into in 2015. We're really about buying locally, supporting locally-owned businesses. That's what we do, and we encourage others to do the same."

Salsa Rose gift boxes are available at Schuette's Super-Valu stores, Rural King and Schnucks or contact James Reinneck at reinneckranch@yahoo.com.