

*Specialty Distrib. and Brokers*

Melanie's Fine Foods spices up look with new labels, packaging By Katie Gallagher - [03.2008](#)

SAN CARLOS, Calif.--Melanie's Fine Foods, Maker and Distributor of Gourmet Goodies for the Kitchen and Grill, based here, unveiled a new name and a new look at the Winter Fancy Food Show in San Diego Jan 13-15.

The redesign includes a new company name and logo as well as a new label for its Big Acres Gourmet Foods line of gourmet sauces. Formerly using two names: the Big Acres Gourmet Foods banner on her grill sauces and rubs and Melanie's Fine Foods for her distribution business, Owner Melanie Yunk wanted to streamline to encompass her entire business.

"I needed something new for Big Acres, so we freshened up the brand," explained Yunk. She also added a tagline under the banner to explain what her business is about.

"People were getting confused between Melanie's Fine Foods and Big Acres," she said. On the Big Acres products, which includes six gourmet sauces and three rubs, Yunk added her name to the label that now reads Melanie's Big Acres. "It ties into the corporate name and makes that link. It also brings in my personality," she said. To complete the look, Yunk added a self-portrait and quote to the back of the labels.

Yunk has worked hard to establish her company and brand. Melanie's Fine Foods earned national certification as a Women's Business Enterprise by Astra Women's Business Alliance, a regional certifying partner of the Women's Business Enterprise National Council. The certification is for businesses at least 51 percent owned, operated and controlled by a woman or women.

Yunk has also adopted greener business practices to save money and reduce her impact on the environment. Melanie's earned The Bay Area Green Business Certification by the County of San Mateo earlier this year. The certification includes reviews of solid waste diversion, energy efficiency, water conservation and pollution preventing. Falling in line with her environmental focus, Yunk also rolled out sustainable packaging for her sauces at the Fancy Food Show. The new bottle is designed with less glass material to reduce waste and has a "sleeker, more stylish look," she said.

Big Acres Stellar Steak Spice & Rub and Hot & Spicy Barbeque Sauce took home second and third place respectively at the 2008 Scovie Awards. This brings the total number of Scovies received to six. Yunk introduced her spice rubs in 2006.

Melanie's Fine Foods is the master distributor of Savu Smoker Bags and several kitchen and grill gadgets, including Jaz Innovations' Oven Rack Guards and the William Bounds Sili Silicone Basting Brush. Products are shipped to more than 500 specialty retailers nationwide.