

# Prime of Life

## Family's salsa business expands to 29 area locations

### SALSA

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Through kind words of encouragement from friends and family, the Conry family finally decided to run with it. "We took almost a year and a half to decide," Conry said. "We hadn't been seriously considering it, and it was a big step. Ultimately, we decided as a family to go for it."

#### A Family Affair

From the very beginning, the salsa has been a family affair. The name 6C's represents the six Conry's, and the idea came from a family brainstorming session.

"We've been involved in it as a family the whole way through," said Conry. "Everyone contributes and adds their own thing. Someone came up with ideas for spices to add, another chose the color of the wording, another the different levels of how spicy our salsa was... it's a group effort in everything."

The logo for the salsa is a combination of the family's original idea and the work of a designer in Nebraska. "The designer gave us six designs, and we made a pact not to tell each other which we liked best," she said. "We all voted and picked the same one anyway."

The family initially made a mild salsa after researching which varieties of salsa sold best. People then requested a medium flavor.

The Conry's line is currently offering 4 levels of raspberry-lime salsa, Mild, Medium, Hot and Too Hot. At the customers request, the Hot and Too Hot levels were developed. "My husband developed the last two heat levels. That's his deal," laughed Conry. "I'm not so great with the really hot stuff." The hot and too hot levels were reached, without losing the distinct raspberry-lime flavor.

#### Store Demonstrations

"We have had the opportunity to demo our product at quite a few of the stores that carry 6C's. Demoing is a lot of fun and a great way for customers to sample the raspberry-lime salsa. Plus it's a great way to meet people, get their reactions and hear about the different ways they would like to try the salsa!"

The different ideas that customers have used 6C's salsa included: mixing 1/4 of a jar of salsa with 8 oz. of sour cream, a Ritz cracker topped with some cream cheese and a dollop of salsa on top, spooned on top of chicken breast or pork loin (on the grill or in the oven, the last 10-15 minutes to caramelize), and of course, on tacos or with chips they said.

#### No Preservatives, Iowa-based

"We are very happy and proud to offer a product that has no preservatives. is all natural. and gluten-free."

**To have a salsa that is sweet and a little spicy, a wonderful way to satisfy my sweet tooth, in a healthy way!**

Conry said. They said a customer once shared with them, "This is very exciting! To have a salsa that is sweet and a little spicy, a wonderful way to satisfy my sweet tooth, in a healthy way!"

The Conry family is proud to offer an Iowa-based product. "We're very glad to expand in Shelby County, the support has been amazing," Conry added.

The Conry's manufacture their salsa through Shenandoah-based Triple K Manufacturing. The family picks up the salsa from the manufacturer and distributes it themselves to various retail locations and even puts it on the shelves in many locations. "Thank heaven for Triple K," said Conry. "It's a great facility, and it's not very far away."

She said that about 98 percent of the reactions have been positive. "We've just been amazed at the support from the greater Harlan and Shelby County area," said Conry. "Everyone has been wonderful. Just wow."

#### What the Future Holds

Currently, the Conry family is working on making the product available for online ordering, as well as getting federal trademarking protection to protect their brand. "It's still pretty early for federal trademarking, but we'd rather be safe, especially once it starts spreading outside our region."

She said the whole idea is still hard to believe. "We were told that it would take a while to take off, but we're just tickled," she said. "It's really surreal. You kind of just want someone to pinch you!"

Goals for expansion include wider distribution. "We'd like to branch out to other states," added Conry. "We have friends and family around the country that want to see it near them. That would be really neat."



#### 6C's Is Available At...

The salsa is currently available at nearly 29 locations in Iowa ranging from Council Bluffs to Des Moines. Nearby, in Harlan at Chicks on Market, Fareway, Hy-Vee; in Panama at Main Street Market and in Westphalia at Little Angels Barbecue.



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