



## **Harold's 2X Habanero Pickles Wins 2011 Fiery Food Challenge!**

Conscious Choice Foods has been awarded the Golden Chile for Best New Product in the 2011 Fiery Food Challenge for Harold's 2X Habanero Pickles which also took third place for Pickled Snack AND People's Choice in the 2011 Fiery Food Challenge!

Dallas, TX  
February 7<sup>th</sup>, 2011

On January 28, 2011, the most prestigious awards in the spicy food industry were distributed at the Fiery Food Challenge Awards dinner in Irving, Texas, and Conscious Choice Foods came out on top! Harold's 2X Habanero Pickles took home Best New Product, placed third in Pickled Snack, as well as being the only food product to place in the Overall Show People's Choice Awards.

The Fiery Food Challenge, a competition sponsored by The Dallas Morning News, pits products against one another in more than 100 categories. Professional judges evaluate hundreds of sauces, salsas and other spicy treats and award first, second and third place prizes in each category. Awards are proudly displayed at ZestFest, a spicy, zesty and flavorful food event held the same week as the Fiery Food Challenge at the brand new Irving Convention Center at Las Colinas.

Harold's 2X Habanero Pickles has now won 3 awards. Conscious Choice Foods was launched in December 2010, with three outstanding products: Frances Cowley Dill Pickles, Harold's 2X Habanero Pickles & Harold's 4X Habanero Pickles. They use a depression era, family kept recipe that has stood up against all competitors in blind taste tests done in the tri-state region. Conscious Choice Foods also recently launched a Fundraiser Line with a variety of products that can be viewed on their website.

Harold Callaway, CEO of Conscious Choice Foods, said "We are absolutely thrilled about winning these awards with the debut of our products!"

Go to our website: [www.consciouschoicefoods.com](http://www.consciouschoicefoods.com) for more information on our award-winning products. You may also contact us at: [consciouschoicefoods@gmail.com](mailto:consciouschoicefoods@gmail.com) or 877-898-6158 for more information.

For more information on the Fiery Food Challenge and ZestFest, visit [www.zestfest2011.com](http://www.zestfest2011.com) or contact Pamela Betz at [pambetz@aol.com](mailto:pambetz@aol.com) or 407-876-4467.