

## Chef Instructor Eric Crowley Releases New, Handcrafted Seasonings to Spice up Any Meal

LOS ANGELES – November 18, 2014 – To help aspiring and recreational chefs make delicious and quick meals, Chef Eric Crowley, founder, owner and chef instructor at Chef Eric's Culinary Classroom in Los Angeles, Calif., has created a duo of handcrafted seasonings to spice up any meal, whether grilling, sautéing or



roasting. These are the first in the new line of Chef Eric Crowley's Savory Seasonings. "Sizzle" adds spice to meals, and "Smooth" adds great flavor without heat. These are sold as a set, priced at \$20 plus shipping, and they can be purchased at Crowley's cooking school or online.

As a chef instructor who has appeared in, and on, numerous national and Los Angeles-based media outlets, people look to Crowley for advice on how to season fish, how to season chicken, how to season vegetables and more. Crowley created his natural seasonings, using unrefined herbs and spices, so that they could be easily used to season meats, main courses, appetizers and side dishes.

"My goal was to create two seasonings with distinct flavor profiles that would work well in a wide variety of dishes, from being used as a simple barbeque rub or grilling spice, to being used in a marinade," says Crowley. "As a busy chef, when I cook at home, I love to be able to grab my pre-made seasonings to quickly add great flavor to any meal."

Crowley, who graduated with honors from the Culinary Institute of America, opened Chef Eric's Culinary Classroom in 2003 to share his culinary passion and knowledge. He offers professional culinary programs, including his 18-week master chef program and his 10-week master baking program, and offers a four-week culinary basics series for novice cooks, along with many recreational classes. Many of his former students are chefs in top restaurants or they have opened their own establishments.

"I want people to be able to simply open one jar to season meats, create salad dressings, season pastas, and add flavor to all types of dishes. Depending on their mood, they can spice up a dish with 'Sizzle' or create a milder dish that still packs a ton of flavor with 'Smooth,'" says Crowley.

To purchase Chef Eric Crowley's Savory Seasonings, access spice-blend recipes and how-to videos, and other tips on seasoning dishes, visit <http://culinaryclassroom.com/spiceblends/>.

media contact: Elia Erickson Consulting email: [lisa@eliaerickson.com](mailto:lisa@eliaerickson.com) phone: 310-479-0217





WALL STREET SELECT



**MARKET INTELLIGENCE CENTER**



**Charlotte.com**  
The Charlotte Observer



**MONEYSHOW.com**  
INVEST SMARTER, TRADE WISER

**tours.com**  
Since 1995

**timesunion.com**

**The Oakland Tribune**



**THE BUFFALO NEWS**



**INDUSTRYVisions**



**SunHerald.com**  
BILEAU-GULFPORT AND THE MISSISSIPPI GULF COAST

**MAXIM**  
GROUP



**INTELLIGENTVALUE**

