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**Your Inspiration at Home opens U.S. home office**

*December 18, 2012 – Gold Coast, Australia...* Your Inspiration at Home™ (YIAH) recently announced the opening of their new home office in the United States. The Australia-based, direct-sales company specialises in unique food products like spice blends, flavoured oils, dukkahs, specialty sugars and salts, teas and more. Every item is inspired from different cultures and regions around the world. YIAH products enhance the flavour balance of foods by creating rich layers of taste that hit the palate at different times in unforgettable, savoury ways.

According to company founder and spice curator Colleen Walters, “expanding with a facility in America is necessary for us to meet the growing Consultant and consumer demand for Your Inspiration at Home products in North America.”

YIAH considered many locations for their U.S. base of operations, and decided upon St. Cloud, Minnesota for many reasons. First, it is strategically located to the large spice sourcing markets of Chicago and Minneapolis. The company insists on crafting their products from only the freshest, most premium spices and ingredients – within easy sourcing distance for fast fulfillment. Second, the St. Cloud area is a hub for many food service companies and some of the world’s other top-selling, direct-sales brands (such as Creative Memories and Tastefully Simple). Company leadership believes this makes the location very strategic for partnerships and effective Consultant recruitment.

Investing in and developing their new, full-capability facility demonstrates YIAH’s commitment to serving the U.S. market. “Our brand is something completely different to American consumers who love food with authentic, cultural flavour balances. They have responded to our products with incredible enthusiasm,” Walters said.

Key individuals in management from YIAH’s Australian headquarters have contributed to the design elements of the U.S. facility, which includes the implementation of manufacturing equipment; creation of test kitchens; and establishment of quality assurance protocols. In addition to R&D, preparation, packaging, warehousing and distribution, the facility will also be home base for YIAH’s marketing team and U.S. sales leadership. “Every cog in the YIAH machine will operate under the same roof, for cooperative efficiency,” remarked Walters. Routine visits from Australian leadership will continue as the U.S. customer and Consultant base grows.

YIAH’s authentic flavours bring the world together around one table, and are unlike anything a customer can find in a store. The products make it simple to prepare unique global dishes in fun, fast ways. Ground-floor opportunities for new Your Inspiration at Home Consultants are currently available in all U.S. markets. For more information, visit [www.YourInspirationAtHome.com.au](http://www.YourInspirationAtHome.com.au).

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