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**Your Inspiration at Home announces rapid expansion and a bold new brand identity**

January 22, 2012

Gold Coast, Australia... Your Inspiration at Home™ (YIAH) is a global direct-sales company specializing in unique food products like spice blends, flavoured oils, specialty sugars and salts, teas and more. "It's a brand whose time has come," says Founder and Spice Curator Colleen Walters. "With interest in food and cooking at a record high - supported by food-specific television, web and print media - we find that consumers are hungry for our handcrafted blends and ingredients."

After launching the brand in Australia, and quickly growing a continent-wide Consultant base, Your Inspiration at Home expanded to the UK. The next frontier is the United States and Canada. According to Walters, "the reception in North America has been incredible. Consultants are eager to join the organisation on the 'ground floor' and the brand is generating so much buzz that key investors are stepping forward to be a part of the success."

To capture the evolving essence of Your Inspiration at Home, the company has launched a fresh brand identity campaign that includes new catalogues, a website, related collateral materials and a social media blitz. The theme is "Your Passport to Authentic Flavour™," which gives consumers fast, easy ways to tour the world's food cultures from the comfort of their own kitchens. Customers can treat their families and friends to a meal inspired by southern Italy one night, and enjoy an Egyptian feast the next. Marketing Director Scott Mitchell explains, "the spices, seasonings, salts and oils are specially selected and mixed to unique blends that authentically match different ethnic flavours. They 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."

For the worldwide Consultants, Your Inspiration at Home is implementing a web-based sales model that allows Consultants to sell through personalized online stores. "Our Consultants can earn generous commissions beyond their "hosted party" sales, which is a bold departure from traditional direct sales strategies," explains Walters.

Scott Mitchell also commented that this is an entirely new way to harness the power of the web, and is perfect for consumable items like Your Inspiration at Home's proprietary products. If a customer needs to re-stock a favourite ingredient, there's no need to wait for another hosted party or to contact their Consultant. They simply go online to the Consultant's web store and place their orders.

This means Consultants can truly build a business and develop a vast customer database. So as they work toward financial goals and gain the benefits of freedom and flexibility, they also build something that can be handed down to their daughters or even sold. Naturally, Your Inspiration at Home also helps Consultants enjoy the recognition of others while developing new friendships and professional relationships. It's one of the most unique and prosperous direct sales brands in the industry today, and it's right on the ground floor.

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