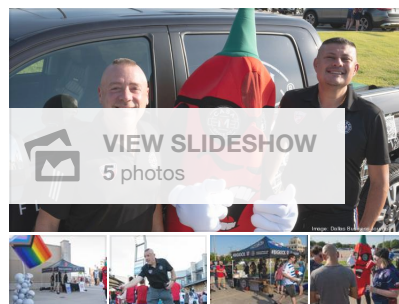


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FOOD & LIFESTYLE

Casa M Spice execs have a zest for mixing it up



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Mike Hernandez

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Manny Hernandez

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Jennifer Mills

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By Ayesha Hana Shaji
Intern, Dallas Business Journal
Jun 22, 2022

In an aisle of spice blends that are either conventional or farcical and for novelty, Casa M Spice wraps their multiple Scovie Awards-winning blends with character and personality.

When husbands Mike and Manny Hernandez started selling their spice blends in 2018, they said it was important to distinguish themselves from other labels. That includes fun titles: Mike is the Chief Spice Officer and Manny is the Chief Operations Ninja. Their spice blends also have fun names and aesthetic packaging.

“We wanted everything to be premium and not a caricature,” said Mike.

“Not something that was just a knockoff that you bought just for a novelty gift for somebody at the holidays. We wanted them to be everyday use items.”

The company also takes inspiration from Mike’s educational background. The Ph.D. holder in Chemical Physics from Tulane University said they have three heat varieties in one of their spice lines with fun names instead of mild, medium and hot. The original, which is medium, is called Chain Reaction; mild is Controlled Chain Reaction which has half the chili. And Uncontrolled Chain Reaction has double the chili.

Jennifer Mills, the company’s Chief Money Maestro – another quirky title – says the company had a 130% increase in revenue from 2020 to 2021. She projects a 100% increase in revenue this year.

Casa M Spice is a permanent partner with the FC Dallas soccer team.

Click through the gallery above see Casa M Spice at FC Dallas' Pride Night

Mike spoke to the Dallas Business Journal about how the couple navigates the market and what makes Casa M Spice stand out:

How are your spice blends different from others in the market?

We have never had fillers in our blends. Chain Reaction dates back 25 years, and it has always been low-sodium and no sugar. We knew we wanted to make them keto-friendly.

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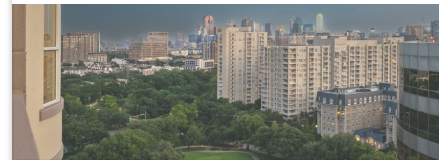
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