

AWARD NOMINATION

Award Category
Business of the Year

2021
Business & Community
EXCELLENCE
AWARDS



Nominated Business: **Casa M Spice**

DETAILS

Casa M Spice Co.'s brand manifesto says it best: "We believe in the hospitality of good food, good times shared between friends and family, and great flavors that bring everyone together."

For many years, husbands Mike & Manny Hernandez have been sharing their love---with family, friends, neighbors and even strangers---through mouth-watering food and extraordinary hospitality that brings people together. These values are at the heart of their lives and at the core of their family-owned company, Casa M Spice Co., through which they share this love with spice and flavor fans across the world from their Denton, Texas headquarters.

A chemist by background, Mike long has had a passion for cooking and hospitality---what he calls "chemistry in the kitchen." With over 20 years of testing and refinement at 4th of July Barbecues, birthday potlucks and holiday dinners, the Casa M Spice company was created. Made from all-natural ingredients, Casa M spices and rubs are low-sodium, MSG free, Keto friendly, gluten free, and, unlike most spices on the market, free of fillers.

In just three short years, Casa M Spice has grown exponentially, and both the company and its spices have been recognized with countless national awards and recognition, including:

- **13 Golden Chile awards**, including 2021 Best Table Seasoning and the 2020 People's Preference Award for Jerked Chain® seasoning, in the longest-running and most prestigious competition of zesty products in the industry
- **29 Scovie awards**, including multiple 1st Place awards in 2021, recognized among the best fiery foods and barbecue products in the world.
- In 2021, being selected from among 150 contenders as a **2021 Homegrown Partner of the FC Dallas** major league soccer club, which recognizes "rising star" Texas-based, minority-owned businesses.
- In 2021, being selected as a **featured product partner by Good Morning America**, highlighting up-and-coming brands from across the United States. Casa M's June debut was such a huge success, the company was invited back a second time in August.
- Past features on **Food Quest** on **The Food Network** and **Modern Living with Kathy Ireland**.

Casa M Spice

Behind all the accolades, however, is a company that reflects the values of its founders—values of giving back, of welcoming and inclusion, and of bringing people together.

That's what inspired Casa M to seek National Minority Supplier Development Council (NMSDC) certification and to join the National LGBT Chamber of Commerce (NGLCC) and the North Texas LGBT Chamber of Commerce, going all in as an Executive Sponsor in its first year of membership. Casa M's founders also are proud that the company's entire workforce is comprised of minority employees.

Where there is a need in the community or an opportunity to help a deserving organization, Mike and Manny Hernandez are always the first to step forward to help with generosity and heart.

For the past three years, Casa M Spice has donated all the spices for an annual barbeque fundraising event in Sioux Falls, Iowa, hosted by the national Drinkin' & Grillin' Facebook community of more than 40,000 BBQ enthusiasts. This annual event both celebrates and supports U.S. military, first responders and law enforcement professionals.

The company stepped forward as the title sponsor of a BBQ cook-off fundraising event in Conroe, Texas, to benefit the nonprofit organization, God's Garage, which restores old cars into good working condition and donates them to military widows who need reliable transportation to help their families move forward.

Casa M Spice was proud to be part of the inaugural "All Means Y'All" Day at the FC Dallas soccer game in June, sponsoring a pre-game tailgate party for members of the community and of the North Texas LGBT Chamber of Commerce.

And, as Casa M seeks to become the best spice company in the world, its founders are quick to help encourage and build up others (even competitors) in the industry. That's one reason why Casa M has been a title sponsor and an enthusiastic participant in ZestFest the past three years, helping build a strong industry in Texas, supporting this local event with a national following, and encouraging and supporting other small business owners in their pursuits.