



[Our Story](#)

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Brown Dog Fancy produces and sells organic, small-batch condiments, rubs, marinades and dips to spice up and elevate the daily dining experience.

Founded during the frosty winter of 2016 by Kyle and Sarah Rothschild, a warm and generous couple that loves and *lives* to cook for friends and family, the brand has since launched with seven tangy and spicy organic mustards. Created without preservatives, from non-GMO ingredients and made right here in the USA, **Brown Dog Fancy** can be purchased online and in speciality retailers in the northeast region of the USA.

Founded on the philosophy that fancy food does not have to be stuffy or pretentious, **Brown Dog Fancy** gourmet offerings are defined by the same characteristics that define Kyle and Sarah's lifestyle: honest, raw, clean, organic, simple, full of flavor, and constantly evolving. They have created delicious, next-level specialty foods with the laid back feeling of a springtime BBQ.

Sourcing their simple ingredients from only the best purveyors, Kyle prides the brand with having direct relationships with mustard seed growers to maintain the taste, quality and nutritional value in each bite. Prior to launching he spent a year sourcing mustard seeds during their at-home, in kitchen testing phase which began in 2014.

While there was never an intention to start an organic specialty food brand (read their bio to learn more about their heart-warming backstory), one might ask- **Why start with mustard?** One of the healthiest condiments around, mustard adds big flavor for a tiny number of calories and can be enhanced with a wide variety of natural flavors like honey, onion, horseradish, lemon and cayenne pepper.

Unfortunately, the majority of commercially prepared condiments, sauces and dressings are made from a blend of chemicals engineered to taste good, induce cravings, and make money. They are loaded with excess sugar and salt, preservatives, dyes, texture and flavor enhancers, and a good deal of genetically engineered ingredients, all of which should be avoided whenever possible.



Serving Up What's Next

Devoted to a **clean label ingredient profile**, Kyle recognizes that most condiments, from mayonnaise to BBQ sauce contain things like soybean oil which when partially hydrogenated are highly processed and wreak chaos in the body at the cellular level, paving the way for problems ranging from obesity and diabetes to reproductive disorders and heart disease.

What can we expect **next** from the **Brown Dog Fancy** brand? Kyle really wants to reinvent the American staple - ketchup and the overly sweetened BBQ sauces currently available on the market. These condiments typically contain overcooked tomatoes, water, and large amounts of sugar and they are usually made from some form of genetically engineered corn syrup.

From a business perspective, **Brown Dog Fancy** naturally taps into trends that have taken over America's tastebuds. Every product served out of the **Brown Dog Fancy** kitchen speaks to healthy and lean eating; cravings for a unique twist on flavor, a desire for artisanal, locally produced food, and a keen eye on safety and sustainability.

Mentioned as a hot new mustard to spice up any meal by **The Food Network's Guy Fieri** and currently partnering with companies like Chef Prasad's India restaurant, www.BrownDogFancy.com is positioned to become the next emerging speciality food brand to upgrade palettes around the world.

