

# TIFFANY HADDISH AND LAWRY'S LAUNCH FIRST-EVER LIMITED-EDITION LAWRY'S SEASONED SALT

## **Haddish Appears Alongside Her 'Joyful Greens' Family Recipe on Limited-Edition Bottle**

HUNT VALLEY, Md., Nov. 15, 2018 /[PRNewswire](#)/ -- Long-time Lawry's® fan, Tiffany Haddish, has teamed up with the iconic seasoning to launch a limited-edition Lawry's Seasoned Salt bottle, just in time for the holidays. For the first time in Lawry's history, a celebrity will appear on the bottle alongside Haddish's family recipe for Joyful Greens. Fans can also watch Tiffany in action at [Lawrys.com](#), whipping up her cherished dishes and sharing personal tips and tricks for using her favorite seasoning.

The partnership quickly formed after the brand spotted Haddish adding Lawry's Seasoned Salt to her signature recipe, Joyful Greens, on the Ellen Show earlier this year. "I brought over one of my favorite homecooked dishes, Joyful Greens, to a party with some celebrity friends. I love to cook and have always used Lawry's Seasoned Salt, especially in my greens. Everyone at the party loved it," said actress Tiffany Haddish. "After Lawry's saw me prepare it on TV, they sent me a personalized bottle with my name, photo and the 'She Ready!™' tagline! If so, shouldn't we include TM? Of course, I was excited to share, and everyone kept asking where to buy it."

The limited-edition 16 oz. bottles are now available for purchase starting today in limited quantities online via Amazon.com and [Lawrys.com](#). The product will be sold as a two-pack for \$13.50.

Accompanying the launch of the limited-edition bottle, [Lawrys.com](#) will host a short series featuring Haddish inside the kitchen. Viewers can watch as she masters her holiday favorites like Joyful Greens and Cornish Hens. More videos will be published in December and January, featuring Tiffany's go-to recipes for 'A Girls Night In' and 'Ringing in the New Year.'

"We are thrilled to work with Tiffany Haddish for the first limited-edition Lawry's Seasoned Salt! Her genuine love of the product and passion for cooking made the partnership a perfect match," said Jill Pratt, Vice President North America Marketing Excellence of McCormick & Company, Inc. "After seeing her fans' reactions asking to buy the very same one-of-a kind gift Tiffany received—we knew we had to create something special."

### **About Tiffany Haddish**

Tiffany Haddish is quickly establishing herself as one of the most sought-after comedic talents in television and film. Best known for her breakout role in Universal's *Girls Trip*, Haddish has earned critical praise and recognition including winning her first Emmy for Outstanding Guest Actress in a Comedy Series for hosting *Saturday Night Live*. Growing up in foster care, Haddish was steered into standup comedy by a social worker. Today, Haddish can be seen on the TBS comedy series *The Last O.G.*, as well as in feature films like *Night School*, *The Oath* and *Nobody's Fool*. Her memoir "The Last Black Unicorn," made the New York Times best-seller list. Additional upcoming projects in production include *Limited Partners*, *The Temp*, *The Kitchen*, *The Lego Movie 2*, *The Secret Life of Pets 2*, The Netflix series *Tuca & Bertie*, and more. In addition to acting, Haddish continues to tour the country and perform her "She Ready" comedy tour to sold-out crowds.

### **About Lawry's**

Founded in 1938, Lawry's Seasoned Salt revolutionized the art of flavoring and now is an iconic staple in both restaurants and kitchens across America. Today, Lawry's has grown beyond its roots as a Classic Seasoned Salt Company by creating an innovative line of quick and easy seasonings, marinades and spices.

Lawry's is one of McCormick & Company's (MKC) portfolio of brands. As a global leader in flavor, McCormick has built a portfolio of leading flavor brands that enhance people's enjoyment of food all around the world. Every day, no matter where or what you eat, you can enjoy food flavored by McCormick. McCormick Brings the Joy of Flavor to Life™.

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