

Experiment with Flavor

Our flavor experts develop innovative and easy-to-use blends and recipes so you can get creative in the kitchen.

Shop Signature Flavors



FLAVOR FOR EVERY MEAL

EXPERIMENT WITH FLAVOR™

Top-Selling Seasonings

 Ro Rosemary Dijon Seasoning \$14.95 - \$20.99	 Mw Maui Wowee Hawaiian Teriyaki Rub \$16.95 - \$49.45	 Hb Smoky Honey Habanero Seasoning \$14.95 - \$22.99	 Gf Greek Freak Mediterranean Seasoning \$14.95 - \$60.99	 Bk Black Magic Cajun Blackening Seasoning \$14.95 - \$60.99
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Shop All Signature Blends

FEATURED IN

bon appétit

"The spices you need."

BuzzFeed

"Yell 'BAM!' like Emeril."

Forbes

"The best gift for spice lovers."

THE

Periodic Table of Flavor

Spiceology

Spiceology sells a variety of spices, herbs, and their custom blends. This chef-owned company is known for their quality and freshness, and is loved by both chefs and home cooks. They wanted to be able to sell to individuals and also restaurants and chefs at a wholesale price.

In this complex project, the client wanted to move platforms from Shopify to BigCommerce, but they also wanted to have the customization capabilities that WordPress provides. The project involved building a website that used headless BigCommerce with WordPress using the BigCommerce for WordPress plugin. One of the biggest challenges we faced was that the client had a really tight deadline that they wanted us to achieve.

In the year before launching the new website, **Spiceology received 756,346 users, with 1,246,804 sessions** and had a bounce rate of 28.37%. In the year after their launch, **they received 1,407,211 users, for a total of 2,090,881 sessions** and a bounce rate of only 7.33%. That is an **86% increase in users, with a 68% increase in the number of sessions.**