



“In Pepper We Trust”



News Release
For Immediate Release

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Captain Spongefoot Brings Award-Winning Hot Sauces to Restaurants, Kitchens of Buffalo Wing Lovers Nationwide

GRANBY, Colo. – When most think of hot sauce, images come to mind of the boring red bottles that are provided on nearly every table top in the country. Or thoughts of “scorch your mouth killer hot liquid” may be conjured as they remember their last visit to “Hot Sauce World” and the bevy of “circus sauces” on the shelves. The Captain Spongefoot Trading Company approaches their table and wing sauces by creating unique flavor profiles that hit different aspects of the palate as they are used as an ingredient, condiment or wing sauce.

“Our sauces excite the palate; they don’t burn it,” says founder Paul DiBello, a.k.a. Captain Spongefoot. “We don’t play the hot, hotter, hottest game. We’re about flavor, flavor, flavor!”

Captain Spongefoot sauces come in three varieties: Award-winning Original Recipe Buffalo Wing Sauce featuring just the right amount of heat and an outstanding and complex flavor profile; the very versatile Chipotle Sauce with a perfect blend of chipotle peppers and chili de Arbol in a cayenne base; and the Asian spicy Z Sauce highlighting Sriracha peppers with a hint of Wasabi.

The Captain Spongefoot philosophy is “flavor first, then heat” so each sauce has a unique and highly robust flavor profile designed to complement rather than overwhelm food with just the right amount of heat. The sauces are produced from fresh, natural ingredients including carefully selected peppers and exotic spices and never include powdered pepper concentrates, artificial flavors or colors.

Captain Spongefoot sauces are currently available nationally through Internet sales and in Colorado at King Soopers, City Market and specialty food stores. They are also featured in a host of Colorado restaurants and deli cases.

Captain Spongefoot Trading Company walked away with three trophies from the 2004 National Buffalo Wing Festival winning first prize for the Best Medium Traditional Wing Sauce in the “out of town category” for their Captain Spongefoot Original Sauce; their Chipotle Sauce placed second in the “Creative Spicy” division; and they received third prize for their Chipotle Sauce in the “Creative BBQ” division. These titles were earned by out-tasting the fierce competition of more than 100 entrants.

The Chronicles of Captain Spongefoot

After suffering from severe frostbite on an ice climbing expedition in 1974, Paul’s two feet and two fingers were amputated. Early prosthetic feet were made out of a spongy material that make a squishing sound when wet. While his feet were constantly water soaked while working around boats at his sailing business on Lake Granby, Paul was given the nickname “Captain Spongefoot.”

Never one to let obstacles get in his way, Paul founded the National Sports Center for the Disabled Competition Program at the Winter Park Ski Resort. The program has provided training for hundreds of disabled skiers from around the world. Paul himself is a three-time world disabled ski champion and a world-renowned coach of champion disabled racers. In 1985, Paul DiBello was honored by *Esquire* magazine as one of the 120 “America’s New Leadership Class: Top People Under 40 Who Are Changing the Nation.”

Throughout his 20 years at Winter Park, Paul prided himself on making some of the finest wing sauces this side of the Mississippi. At his own football parties, family and friends would forever compliment him on his tasty treats. When he decided to retire from the Winter Park program in 2005, he began to pursue his passion for wings full time. These days you can regularly find Paul cooking and bottling his sauce, eating his fair share of wings and loving every minute of his new life. For more information and recipes visit www.captainspongefoot.com.



The Captain Spongefoot Fleet of Sauces



Original: Original Recipe Buffalo Wing Sauce. This sauce coats a wing perfectly and keeps you coming back for more...more sauce that is! 1st place winner at the 2004 Buffalo Wing Festival, Buffalo, NY.

Chipotle: The most versatile sauce with a rich, smoky flavor and just the right amount of heat. Use it on everything! A perfect blend of Chipotle peppers and Chili de Arbol in a cayenne base. Makes amazing wings and so much more!

Z Sauce: Waves of Asian flavors roll over your tongue with this bright tasting traditional wing sauce featuring Sriracha chilies and a touch of Wasabi.

El Capitan: Private label Chipotle table sauce.

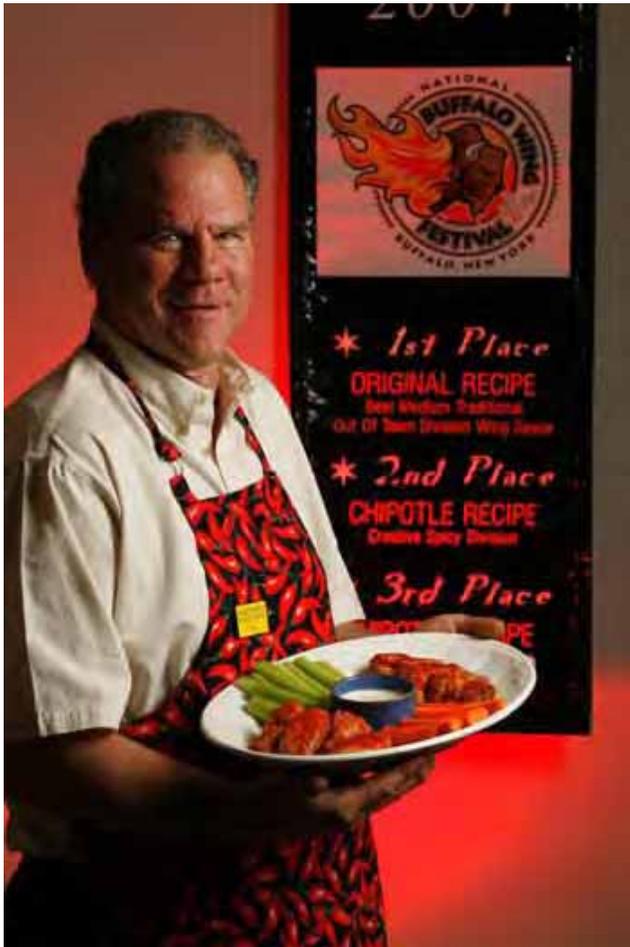
Suggested Retail Price: \$4.89 for 12 oz.; \$3.95 for 5 oz.

Available nationally through Internet sales and in Colorado at King Soopers, City Market and specialty food stores.

For more information, recipes, complete list of store locations and Internet sales visit www.captainspongefoot.com.

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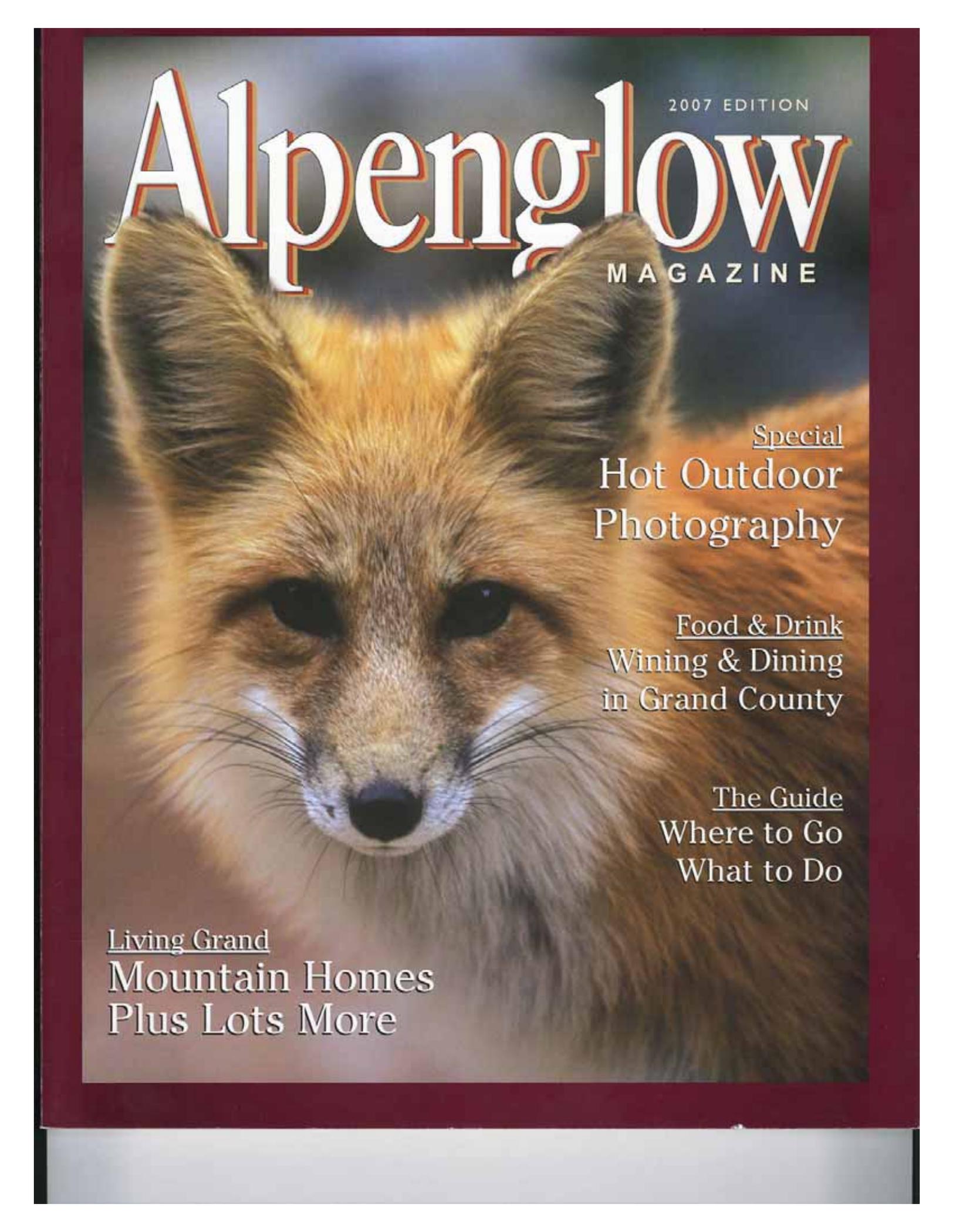
Paul DiBello Founder and President

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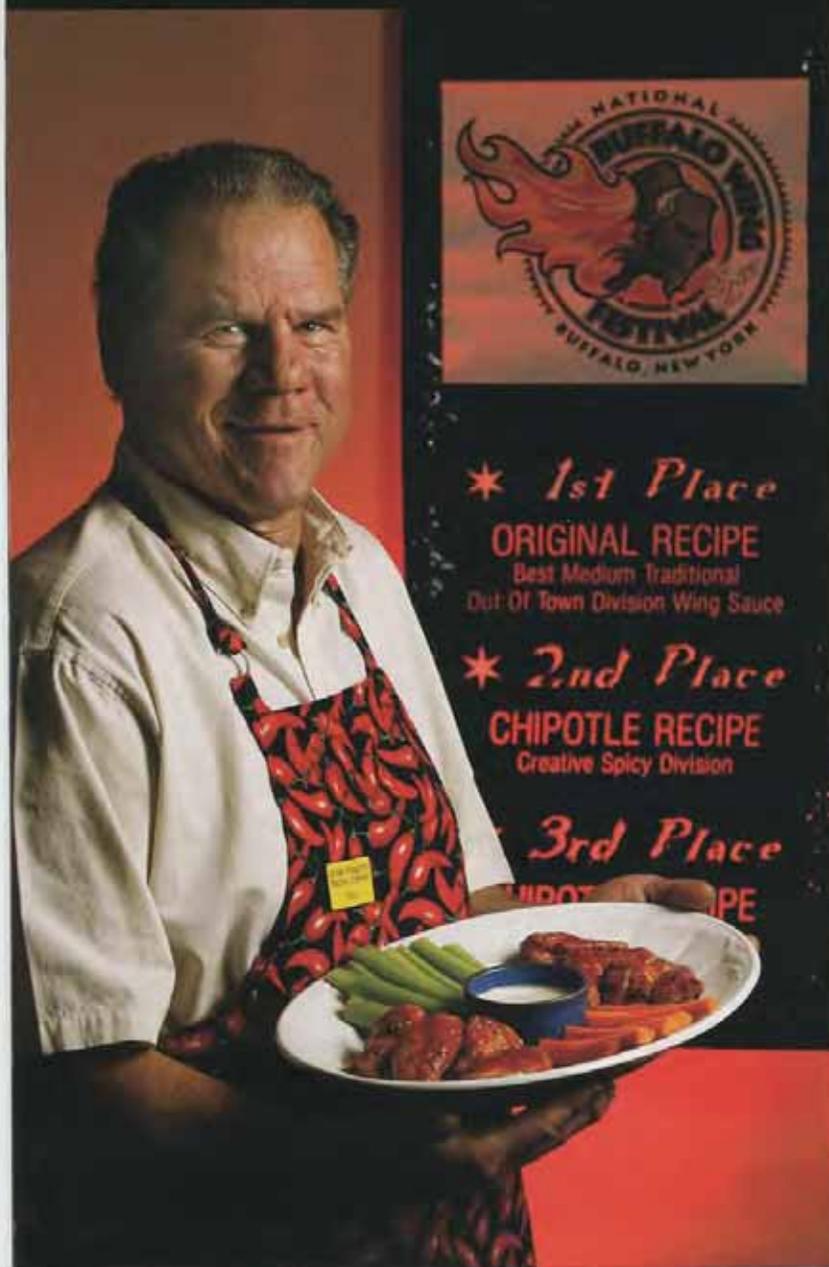
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Spice Up Your Life with Captain Spongefoot



Story by Cindy Kleh

Photos by Byron Hetzler

Most who know Paul DiBello would say that his personality is much more flammable than his award-winning hot sauces. He is not into the macho "my-sauce-is-hotter-than-your-sauce" war. He'd rather win you over with complex tastes than burn your taste buds.

Over decades of hosting informal football parties in Grand County, DiBello has honed his art of making hot sauces that don't overtake the food and numb the palate. He knew he had exceptionally tasty sauces, and after stepping down two years ago as competition director of the National Sports Center for the Disabled, he started the Captain Spongefoot Trading Company.

DiBello was frustrated with the inconsistent quality of hot sauces available in stores and restaurants. His sauces tasted so much fresher because they are naturally blended. They have no added preservatives, thickeners, sweeteners, MSG or food coloring. The leading commercial hot sauces also added extra capsaicin (the heat element of hot chilis) to make up for the flavors lost in the processing. They burned his mouth so much that the flavor of the food it was supposed to enhance was lost.

"These sauces excite the palate; they don't burn it," explained DiBello, who got the nickname "Captain Spongefoot" when he owned a sailing business on Lake Granby. He lost a thumb, a finger and both feet to frostbite in a harrowing 1974 ice-climbing expedition, and in earlier years, prosthetic feet were made of a spongy material. When he worked around boats, his feet were constantly wet, and so he squished when he walked.

DiBello dabbled with gift hot sauces for friends and family, and then took first place in the prestigious 2004 National Buffalo Wing Festival in Buffalo, New York, for the Best Medium Traditional Wing Sauce. He also earned second place in the creative spicy category and third place in the barbeque division in a field of more than 100 entrants.

He knew he had the goods, and that it was time to launch the Captain Spongefoot Trading Company. His first two sauces, the original wing sauce and chipotle table sauce set sail from a kitchen in the old Charter School in Granby, which was torn down in 2005. DiBello was scrambling to find a commercial kitchen up in Grand County, and found a production facility in Aurora instead.

"The materials were being hauled up from Denver and being produced here and sent back to Denver, so it's more efficient," he said. "My goal is to grow the company to the point where I can afford to move production facilities back up to Granby."

DiBello says that since starting the Captain Spongefoot Trading Company, he hasn't had a day off except for sickness. While enduring a succession of serious illnesses that kept him in and out of hospitals, he has managed to win two Scoville Awards: a first place in the packaging of his Colorado gift box set and a third place for the chipotle wing sauce label. The most recent accolade was the three second-place finishes among 900 competitors at America's Best Food Show in Anaheim, California.

DiBello has also managed to pick up retail stores including 16 King Sooper/City Markets outlets and a number of restaurants that wanted his lip-smacking sauce, many bottled under a custom label designed by the Trading Company.

The Captain has also come out with the Original Buffalo style wing kit, for wings made in the microwave with better-than-sports-bar taste. These wings don't have the sauce frozen on ahead of time; the sauce is applied after cooking for juicy wings ready in minutes that make you want to stand up and cheer.

His newest sauce, "Z - Sauce," is a bright, exciting flavor that DiBello developed specifically for the new wing connoisseurs. This flavor is built around time-honored Asian elements, with just a hint of wasabi. DiBello says it is gaining a huge following among younger generations who want a non-traditional wing sauce. For now, this sauce will be served at Lost Boys Burgers and Shakes in Winter Park.

He also has a recipe up his pirate sleeve for a high-end fresh center-of-the-plate cranberry sauce called "Sweet Heat." Arrrrrrgh, Matey!

Captain Spongefoot has an extensive Web site, with recipes for the

Captain's Pizza, Buffalo Wing Chicken Blue Cheese Salad, Lisa's Southwest Hollandaise and a Bloody Spongefoot cocktail.

DiBello hopes to get the sauces sailing with enough wind to allow him to semi-retire and sail the world someday. He's more than likely to arrive at his destination, simply because "failure is not an option at this point in the business."

He managed to win five Paralympics gold medals and seven World Championship gold medals in ski racing; he directed the finest disabled ski competition training center in the world; he was honored by Esquire magazine as one of "America's New Leadership Class: Top People Under 40 Who are Changing the Nation." If anyone can navigate this business into a safe harbor, it's DiBello.

DiBello hopes to get the Captain Spongefoot label out on more store shelves and restaurant tables. He wants people to taste the difference between his naturally blended sauces and other "circus sauces." "Our sauces are not somebody's bottled-up anger nor are they a painful bodily function. We don't play the hot, hotter, hottest game. We're about flavor, flavor, flavor!"

To find out more about the Captain Spongefoot Trading Company, call 970-887-1043, or visit www.captain-spongefoot.com. For local sales outlets, go to page B-14.



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Also:

- The bottom line on giving back p.32
- Ethics in business winners p.37

and

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CAPTAIN SPONGEFOOT SAUCES

After losing his feet to frostbite in 1974, Paul DiBello's prosthetic foam replacements distinctively squished as he ran his sailing business on Lake Granby, earning him the nickname Captain Spongefoot. The seven-time world championship skier on the U.S. Disabled Ski Team and founder of the competition program at Winter Park's National Sports Center for the Disabled has also had a long-time passion for spicy food, namely hot wing sauces. After winning gold, silver and bronze medals at the 2004 National Buffalo Wing Festival, DiBello went pro and developed a restaurant and private-label sauce business. He then entered the

specialty grocery market in 2005 with three addictive varieties: Original, Chipotle and Z Sauce (a sriracha-based Asian variety). "We went for medium heat," he said, "and let the pepper do the talking." Of using his nickname for his company, DiBello noted, "I'm not somebody's bottled-up anger, nor am I a painful body function — I call them circus sauces. We are not that. We are flavor." \$4 to \$6 a bottle retail.

Made by Captain Spongefoot Trading Co. Inc., Granby, (303) 367-1067, www.captainspongefoot.com. A dealer locator is on the website. ■



first beer-infused lip balm. "And it made us laugh a great deal." With an assist from an ungent "mad scientist" in Utah, the Old Chub Stick (made with Oskar Blues' Old Chub Scottish Style Ale, beeswax, macadamia nut oil and other ingredients) became a reality late last year. Katechis envisioned it as a promotional giveaway, but sales immediately exceeded expectations. "It took on a life of its own," he said. Next up: perfecting a counterpart balm infused with Dale's Pale Ale, the canning brewery's flagship brand. Laughed Katechis: "It fits in really well with our mission statement: Have fun." \$3 retail.

Made by Oskar Blues Brewery LLC, Lyons, www.oskarblues.com. Also available at the brewery in Lyons and the Boulder Outlook Hotel. ■



BE PRESENT YOGA DUDS

After a post-college stint in Aspen, Amy Lopatin Dobrin decided to go into the women's ski clothing business, but detoured into the yoga niche after her brother Ian Lopatin segued from L.A. entertainment attorney to Phoenix yoga magnate. Starting at her brother's studios in 2002, Amy's pants quickly became the yoga industry standard, and Be Present grew from a basement operation to a 15-employee company with an onsite yoga room. Be Present's line of tops and bottoms are available in seven colors, one for each of the seven bodily energy centers known as chakras. New is the Budokon Pant, a co-branded bottom designed especially for the yoga-martial arts hybrid of its name. Filling the role of Be Present's COO, Amy's husband Jon Dobrin, co-founder of Denver-based eCollege, traded online education for yoga apparel when Amy started selling pants five years ago. Of the switch he said, "It was a blessing for me. It got me

out of chasing quarterly reports and all that corporate mumbo-jumbo." About \$60 to \$80 retail.

Made by Be Present Inc., Englewood, (877) 747-7202, www.bepresent.com. Available at numerous yoga studios throughout Colorado, including Core Power, Om Time, and Daisy Sports. ■

colorado COOL STUFF

BY ERIC PETERSON

DADGEAR

In 2003, following significant globetrotting for his construction-management career, Scott Shoemaker was ready for a change. The then-new dad had beers with then-soon-to-be dad John Brosseau, a corporate IT trainer and a buddy "since fourth grade," and the duo came up with a concept for a line of outerwear and bags for the country's 400,000 stay-at-home dads.

After 18 months of R&D, the DadGear line debuted in spring 2005 with four products: the Diaper Vest, a long-sleeved jacket, and two bags. (Last year they added another bag and launched a complementary ladies' line, DaisyGear.) All products are hands-free, with easy-access windows or pockets for baby wipes, plus features like bottle pockets and stroller hangers. "We love being dads, but we never wanted to be stereotypical dads," said Shoemaker. "We made our products stealthy." \$67 to \$92 retail.

Made by DadGear LLC, Denver, (303) 221-1511, www.dadgear.com. A dealer locator is on the website. ■