



SaladSuccess™ Backgrounder

They say that the parent forms the child. In the case of Nadine Frush, founder of SaladSuccess, she can give credit to her French mother for teaching her the skill of making vinaigrette.

At 7 years old, her mother, Mina Marsh, put her tiny daughter on a stool at the kitchen counter and showed her the technique for making perfect vinaigrette. From then on, Nadine would come home from school and activities every day, and make the salad for the family dinner. Although Nadine loved eating salad, she wondered if there was an easier way to make vinaigrette, and one that would use fewer utensils.

One day, while visiting exotic relatives in London, Rosie and Max (theatre people), Nadine stumbled on to a new concept. Rosie showed Nadine that vinaigrette could be made in advance and stored in a jar that was kept in her pantry. Not only could vinaigrette be made in advance, but if kept in a proper jar, all that was needed was several good shakes, and the dressing would be perfectly emulsified. The earth moved for Nadine. She realized that she could make vinaigrette once a week, thus saving time and energy.

Upon her return to the United States, Nadine stored in her brain this important finding, but since she was single gal, more than likely her evenings were spent at restaurants dining with charming men, or in movie theatres watching a double feature and eating a dinner of popcorn – “hold the salt and butter, please”.

Life has a funny way coming back to one’s past, and Nadine found herself married with kids. Somehow, along the way, her mother, one of the world’s great undiscovered chefs, hung up her apron and toque and refused to cook dinner more than once a week. Now every night, the whole family including her mother, Mémé, would gather around the kitchen table waiting for a fabulous meal. And Nadine (born to shop, but forced to cook, hence a reluctant cook), would try to find ways to make great meals with little effort or mess. Remembering her relatives, she began making vinaigrettes in containers.

Alas, but all is not so simple. The containers were never right. Some were too small, and some much too large. Some containers had mouths that were too small to get the creams and mayonnaise down, and others had plastic parts that would break off. Sometimes while shaking, the bottle would slip out of her hands, and make a huge mess on the floor, some days the little caps on the top would fly off and leave oily stains on Nadine’s shirt. Finally one day, Nadine (who had a huge grease mark down her front shirt) lost her temper with her current container and said, “There has got to be some bottle, some jar, that can make and store vinaigrette perfectly”. Then she saw it, a beautiful transparent sports bottle of her daughter’s that was sturdy, had a grip area thus avoiding flying vinaigrette bottles in the air. The mouth and neck of the bottle was wide, the poppet top was leak-proof. The bottle was made of a squeeze low-density FDA-approved plastic from Italy, freezer and dishwasher safe. Vinaigrette Bliss.

Nadine tested the bottle for 3 years with no mishaps and one day thought, “What if I put a vinaigrette and salad dressing template on the back of the bottle. After trial and error, Nadine realized that the shaker bottle was one of her best kitchen tools, and decided to launch SaladSuccess so other families could “shake their way, perfect vinaigrette every day” and provide a healthy alternative to store-bought vinaigrettes and dressings.