



# MEDIA RELEASE

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## **Mayor Jacobs Business Series Features Smoky Mountain Spice Factory**

*KNOXVILLE, Tenn.*— Knox County Mayor Glenn Jacobs interviews Jason Payne, the owner of Smoky Mountain Spice Factory, as part of his small business series.

Throughout the past year, the Mayor has conducted interviews with small business owners, offering them the opportunity to talk about what they do; to highlight their work; and share any future plans. This month, the series focuses on agricultural-related businesses as farmers' markets begin opening across the county and East Tennessee. A new vignette runs each week on the county and Mayor's various social media platforms.

Smoky Mountain Spice Factory offers all-natural handcrafted "truly farm to table" smoked spices. Products include banana pepper, taco seasoning, chili powder, paprika, chipotle, cayenne, and red pepper flakes.

Payne said he and his wife began working on the business model about five years ago when they had too many peppers left over in their garden for them to eat. He'd just gotten into smoking meats at the time and decided to experiment with the peppers.

"I thought maybe I can take some of these and throw them into the smoker and then dry them in the oven and see what happens," Payne said. "So, I figured I had a niche in the market that might work."

Mayor Jacobs commended Payne for the work he's done.

"Often when we think about agriculture, we think about big farms, which is important, but it's also folks like you who have smaller operations, a specialty operation, a niche operation," the Mayor said.

When he asked Payne what he hopes to do next, the business owner said he wants to get more land and expand regionally and into bordering states and grocery stores.

"Let the flavor and aroma take it wherever it's going to take it," Payne added.

To hear more of what was said, check out the [video](#).

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