Always Flavored Celebrates Six Years of Growth, Community and Award-Winning Flavor

Fredericksburg food company marks anniversary with expanded retail reach, national recognition and a new Sysco relationship

FREDERICKSBURG, VA, UNITED STATES, September 7, 2026 /EINPresswire.com/ -- Always Flavored is celebrating six years in business this September, marking a journey that began with backyard-grown peppers and has grown into an award-winning food brand, Downtown Fredericksburg Bistro & Market, and expanded wholesale and foodservice distribution.

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>
> *Rita Linnell-Witte*

Founded in 2020 by Rita Linnell-Witte, Always Flavored produces hot sauces, BBQ sauces, seasonings, rubs, salts and specialty condiments built around one simple philosophy: Flavor First. Always.

Today, the company's products can be found in 400+ retail locations, including Food Lion, Harris Teeter and independent retailers, as well as through online and wholesale channels.

One of the company's newest milestones is becoming a Sysco vendor, opening new opportunities within the foodservice industry.

"Sysco is one of those names you know when you grow up in restaurants," said Witte. "I've spent most of my life in foodservice, so this one feels especially meaningful. It represents a completely different level of opportunity for us."

Award-Winning Products, Built in Virginia

Over the past six years, Always Flavored products have earned recognition in national and international competitions, including honors for Fire Salt, Wrath of Rita, Peri-Peri, Ritabeata's Mild and Sweet Virginia Love BBQ Sauce.

For Witte, those awards reinforce what has always driven the brand.

"We've never wanted to make something that is just hot," she said. "It has to taste good first. If it doesn't make the food better, we don't need to make it."

That approach has helped Always Flavored expand beyond hot sauce into a broader lineup of seasonings, salts, BBQ sauces and specialty products.


Owner Rita Witte holding Gold Metal for Fire Salt

From Product Company to Full Food Experience
Always Flavored's growth has also changed how customers interact with the brand.
At the Always Flavored Bistro & Market, 619 Caroline Street in Downtown Fredericksburg, the company's products are worked directly into the food menu, giving customers a chance to experience the sauces and seasonings as they were intended: on actual food.
The Bistro has also become a gathering place for collaborations, local events, pairing dinners and community partnerships.
"We've always believed food should bring people together," Witte said. "The Bistro gave us a way to take what was in the bottle and put it directly on the plate."

Six Years of Building Something Bigger
Since 2020, Always Flavored has expanded into major retail accounts, wholesale distribution, e-commerce marketplaces, foodservice opportunities and collaborative products with other Virginia businesses.
The company has continued to grow while remaining rooted in Fredericksburg and committed to supporting the local community.
"Small business moves so fast that you don't always stop and look at what you've built," Witte said. "Six years ago, this was peppers in my kitchen. Today, we're talking about Sysco. That's a pretty incredible thing to be able to say."

Anniversary Weekend: September 18–20
Always Flavored will celebrate its sixth anniversary September 18–20, 2026, at the Bistro & Market at 619 Caroline Street in Downtown Fredericksburg.
The weekend will include customers, community partners, collaborators and friends of the business, with a ribbon cutting on Friday, September 18 at 4pm helping kick off the celebration.
For Witte, the anniversary is as much about the people who supported the business as the company itself.
"Our customers have followed us through new products, new locations, big ideas and some really hard years," she said. "We wouldn't be here without them."
And she has no plans to slow down.
"We've built a strong foundation," Witte said. "Now it's about seeing just how far we can take it."

About Always Flavored

Founded in 2020, Always Flavored is a woman-owned food company based in Fredericksburg, Virginia, specializing in award-winning hot sauces, BBQ sauces, seasonings, rubs, salts and specialty condiments.
Always Flavored products are sold through retail, wholesale, foodservice and e-commerce channels, while the company’s Downtown Fredericksburg Bistro & Market brings those flavors directly to the plate.

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