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Some Like it Hot!

by [Claudia Richter](#)



A Katy couple enjoys making an all-natural family salsa recipe available to a growing number of consumers in Texas — with love and care in every handmade batch.

Rick and Peggy Wright of Wrights of Texas have never met a tomato they didn't like. Although it would have to be the best in the bunch in order to make it into their now famous salsa.

The Katy couple, who describe themselves as products of Katy, have taken a long-time passion for sharing a family recipe with friends and neighbors and made it into a thriving business. It has salsa lovers wondering why they didn't start their business sooner.

There are several reasons.

First Things First

Although Rick and Peggy have lived in Katy longer than anywhere else, Peggy Wright is from San Antonio. Rick hails from North Texas.

Peggy grew up making salsa like everyone else in San Antonio, she says. While earning her degree in hotel and restaurant management at TCU, she met Rick.

After marrying and moving to Katy, they concentrated on their jobs, raising their family, and volunteer work in the schools. The salsa was a special gift given out during the holidays and more or less just a hobby for the Wrights. They thought about making a business of it, but with family obligations, the timing just didn't seem right.

Perfect Neighbors

Some of the Wrights' biggest salsa fans are their neighbors, Jeff and Susan Smith. They just happen to appreciate good food, too. As the owners of the Hasta La Pasta restaurants, Lasagna House III, and Two Forks Catering, the Smiths were in a good position to offer the Wrights some advice. "They really mentored us through the entire process," says Peggy. "Whatever road blocks came up, they were able to talk us through," adds Rick.

With the Smiths' help and their children grown, the Wrights decided to quit their jobs and make the salsa business their full-time jobs.

About the Salsa

It's easy to understand why the salsa is so popular. The Wrights make it in small batches with hand-inspected, hand-sliced produce. Every batch is quality tested and does not contain preservatives, dairy, gluten, sugar, or vinegars. "Everyone can enjoy it," says Peggy, "and it gives you the benefits of all fresh vegetables." While most folks are used to enjoying chips with their salsa, Peggy also recommends serving it with pita chips or vegetables, and the red salsa can be mixed with ground beef to make a wonderful meatloaf.

What's Red and Green?

While the Wrights' Fresh Red Salsa is the original family recipe enjoyed for more than 25 years, the green version is quite a masterpiece on its own and the Wrights' number one seller. A blend of avocado, tomatillo, and cucumber, the flavor is refreshing and versatile. The Wrights have found customers enjoy it on fish tacos and use it as a salad dressing, marinade, and sandwich spread. The salsas come in two sizes, 16 and 32 ounces and mild, medium, and hot. Additional recipes and products are currently under development by the Wrights' research and development team.

Where to Find

Currently the Wrights of Texas salsas are carried in 17 stores in Texas. Those stores include HEB Central Market and the Whole Foods stores and in The Woodlands at Hubbell & Hudson Market & Bistro. As of early March the Wrights' products have been picked up in the Whole Foods Market Flagship Store (headquarters) in Austin and in their newest and largest store in Dallas. Internet sales also make up a large part of the orders with salsa going from coast to coast. The product does need refrigeration though, so currently it can not be shipped safely to Alaska.

Husband-and-Wife Team

Some couples may find it hard to work together, but the Wrights find their strengths complement each other. Peggy takes care of production while Rick uses his business experience in making decisions. "It's not like coming home at night and asking how your day went," says Peggy, "but it all came together." The Wrights credit the Katy atmosphere, good friends, and family with making their salsa business so successful.

And, says Rick, "as long as people keep eating it, we will keep making it." As of this week, Wrights of Texas are in the Whole Foods Market Flagship Store (the headquarters) in Austin and the newest and largest in Dallas, the Park Lane store.

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