



## History

**D. J. Hoch's Durn Good Seasonings** were born out of necessity to get their sibling sons to eat the stuff they grilled. What was the stuff? Chicken, hamburgers, hot dogs, pork chops, London broil, steak, venison, quail, dove, fish, et al. Over a period of 5-6 years the wily father, turned gourmet griller, finally arrived at the **Durn Good Seasoning** formulas (a family secret, if there is such a thing).

*As a side note: While using this formula grilling a wild game feast of venison, dove, and quail for 2000 of their closest friends, D. J. tried the **Durn Good Original Blend** in a Bloody Mary. Walla! The best Bloody on the planet. (Maybe it wasn't 2000 of their closest friends, but after a couple of **Durn Good Bloodys** there is license to exaggerate.)*

As **D. J. Hoch's Durn Good** progressed, friends, neighbors, and colleagues were submitted to "homey backyard" grilling experiences, (including the Bloody's). Walla again! D. J. was happy to report that nobody got sick or died. From these most compelling experiences, invitations were extended to host pig pickins' and backyard cook outs. The only catch was that **Durn Good Seasonings** must be used and have samples left. Obviously the opportunity for free food and drink was welcomed. (Leaving samples wasn't so bad since spreading the **Durn Good** Gospel is always good and continues to this day.)

Under pressure from this willing group of revelers (wondering why D. J. didn't sell the stuff that made grilled/cooked food taste so good), market research and branding exploration began in 1984. This resulted in a limited marketing network to sell [D. J. Hoch's Durn Good Products](#). A sales organization began through "cutsie" shops, family, friends, colleagues, and any one else interested in making a "buck" selling **Durn Good Seasonings**. The process started in 1985 and is going strong today with market expansion and new products that are under way. Proof in product acceptance is in reorder demand.



**Durn Good Inc.** is a family endeavor with wife and mother Ann as President of a woman owned business, son's David Jr. and Michael as Vice Presidents, and contributors to the continuing success of the company. The Dad acts as CEO and COO when allowed to do so by the President and VPs.

*Another side note: The son's college roommates, fraternity brothers, and friends love the stuff. (In all honesty they had an unlimited free supply while in college.) It is said by many of them that they used **Durn Good** on everything but cereal. And they didn't eat cereal!*

**D. J. Hoch's Durn Good Seasonings** are made from the finest raw spice ingredients available. Over the years, the company has maintained an excellent relationship with all of their suppliers. Constant review of production and delivery capabilities for better more cost effective ways to service our customers further assures quality.

Our copacker, Bobbees Bottling ([www.bobbeesbottling.com](http://www.bobbeesbottling.com)), is North Carolina based and has an USDA approved processing facility.

**Durn Good Inc.** is a member of the Goodness Grows in North Carolina (GGINC) program, and a member of the North Carolina Specialty Foods Association. The goal is to have [Durn Good Products](#) on every kitchen table in America, in restaurants that want to offer a unique flavor to their menus, bars, saloons, and lounges and that want to serve the world's best Bloody Mary. Marketing is east of the Mississippi and some points west through direct sales or our distributor network.

The name of the game is "game". **D. J. Hoch's Durn Good Seasonings** enhance the flavor of many foods. And wild game is especially turned into an eating experience with Durn Good (alligator tail, buffalo, dove, duck, elk, moose, pheasant, quail, rabbit, rattlesnake, squirrel, venison, wild hog, and fresh caught fish). Hence, the very beginning of **Durn Good**.

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