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a) Bitchin' Sauce is a line of homegrown almond-based sauces that got its start at the local farmers market. **b)** The company now offers a variety of both sweet and savory flavors. **c)** Founder Starr Edwards began developing her recipe when she was 16 years old (photos courtesy of Bitchin' Sauce).

Bitchin' Sauce, Bitchin' Boss

Written by Matthew Gose

If you've ever visited the State Street Farmers Market or made a Costco run, odds are you've encountered the creamy, savory flavor of Bitchin' Sauce. Starr Edwards, the Bitchin' Sauce founder, concocted the recipe at age 16 when she began to pursue a raw vegan diet.

Growing up in what she calls a hippie-foodie household, Edwards experimented with various ingredients to develop something that could satisfy the savory, umami flavor of creams and cheeses. The resulting almond-based sauce became a family favorite.

Bitchin' Sauce works perfectly on its own as a dip, but it can also boost the flavor in marinades, salad dressings and more. Edwards says it even makes a great base for vegan mac and cheese. In addition to the original sauce, other flavors include chipotle, pesto and cilantro chili, plus organic options such as green onion and spinach artichoke. The company recently released a line of sweet sauces as well, featuring salted caramel, chocolate and apple pie, opening the flavor possibilities even further.

The word "bitchin'" of course derives from classic surf slang, meaning "remarkably good or cool." For Edwards, bitchin' describes the flavor and quality of the sauce, but also expresses the identity of her brand. Edwards started the business as a new mom, and she strives to use her platform to encourage a healthy work/life balance for herself and her team. The company offers free onsite childcare to employees as well as time off to volunteer and give back to the community.

Community is also vital for Edwards and her business, having grown her company here in Carlsbad through the farmers markets. "Carlsbad has been very, very good to us," she says. "I honestly don't think that we could have started this business anywhere else."

BITCHIN' SAUCE

To order online, visit shop.bitchinsauce.com.