

Talking Trade with Damon Holter, Croix Valley Foods

Posted on Wednesday, Jul 26, 2023

In the latest edition of “Talking Trade,” Croix Valley Foods owner Damon Holter discusses the company’s history, successes and plans for future expansion.

The Hudson-based business operates out of a 20,000-square-foot facility where it makes barbecue sauces, steak sauces, marinades, dry rubs and bloody mary seasonings.

“It’s been very successful, and we continue to thrive here in the U.S. and abroad,” Holter said.

He highlights the company’s efforts to reach international customers after realizing “the competition in the grocery industry is really cutthroat,” with relatively small margins. After being approached by a distributor in Canada, the company turned to buyers in the hardware and home improvement industry, Holter explained.

“Basically anywhere that people are selling grills and grilling accessories, so we saw the success in the Canadian market and we decided to pivot our business here in the U.S. to do the exact same thing,” he said. “It really increased our business tremendously.”

Holter also touches on the company’s participation in professional barbecue and steak competitions in other countries, which further catapulted efforts to reach new markets such as parts of Europe, Asia, Australia and South America.

“We’ve utilized the lessons that we’ve learned and the relationships we’ve built with other people across the world — especially those that are passionate about cooking, and competition cooking specifically — to be able to take our business from where we were a few years ago to really the next level,” he said.