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On April 15, UK DSA announced that Saladmaster had been selected as a finalist for two prestigious awards in the 2015 UK DSA Annual Awards: The Excellence Award and the Leadership Award.

The DSA's Excellence Award is the *Top Company Award* that is given as recognition for the best overall performance of a member company over the past year encompassing all aspects of business.

The Leadership Award honors those who have demonstrated outstanding leadership qualities and who are recognized as an industry role model.

Last year, the UK DSA awarded Saladmaster with the 2014 Excellence Award. This year on May 14th, it was announced at the 2015 DSA Annual Conference and Awards Ceremony that Saladmaster Vice President Ayo Olaseinde received the Leadership Award based on the decision of a judging panel of respected DSA Hall of Fame members.

"We have been a finalist every year since 2012," said Ayo Olaseinde, Saladmaster Vice President of the RHINO Division. "Thank you Saladmaster!"

Indeed, a company is only as good as the people who belong to it, and Saladmaster is fortunate to attract talented leaders such as Ayo. It was an honor that the DSA recognized Ayo's talent as well, as stated on the Direct Selling Association UK's Facebook Page:

With over 30 years' experience, Ayo's leadership and dedication has led to the development of not just Saladmaster but to thousands of individuals whom he has trained to achieve success and a better life. When he commenced his journey in 1982 his people say he is the same person today and maintains his passion to develop people with unwavering humility. Since 2005, under Ayo's leadership, the company has moved from one dealership to 40+ nationwide and 30+ overseas and in 2014 was made Vice President for Saladmaster Europe and Africa. He is considered by his team as a driven and inspirational leader.

Earlier in December 2014, UK DSA featured Ayo on Episode One of Direct Selling Association (UK) Television. Watch this video to learn more about Saladmaster.

This year UK DSA celebrates 50 years of supporting the Direct Selling industry. Saladmaster is proud and honored to be recognized as an award winning DSA member.

Want to learn more?
Sign up to book a healthy cooking demonstration or product information and pricing.
Visit http://opportunity.saladmaster.com to find more information about Saladmaster part-time or full-time opportunities.

About the DSA
The DSA was established in 1965 and is the only recognized trade body for direct selling companies in the UK. Protecting the interests of consumers and DSA members by working with the government and members for "developing best practice and the highest level of business ethics in the industry." The UK DSA is an incorporated association with more than 130 members who engage at least half a million people in the UK in the distribution of their products.

To read more about the UK DSA Annual Awards, please visit http://www.dsa.org.uk/

About Saladmaster
Saladmaster is the premier cookware brand dedicated to helping people achieve their dreams by offering the opportunity to thrive in their own business. A global company – in business for 70 years with a presence in over 50 countries – we design, engineer and manufacture the world's best cookware, made right here in the U.S.A. from 316Ti stainless steel that is backed by a lifetime warranty.

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