SANTA CRUZ — Tony Aprile used to bottle his special blend of Italian seasonings for family gifts. Then friends started pestering him for some.

"Tony you should bottle this, you should sell this," his daughter Tonya Osborne says the friends told him.

Aprile, who manages property holdings for his family, listened to his friends. The result is Tony's Italian Gourmet Seasoning, 13 different ingredients, salt free. Osborne, a real estate agent and her husband Virgle, a sales manager, are helping with labeling, packing and shipping.

So far about 60 outlets carry the product. The majority are in the Monterey Bay Area but Tony's Italian can be found in San Fransico, San Jose and Marin County, Osborne said.