



**FOR IMMEDIATE RELEASE**

## **The Barbecue Evolution**

*[Sadler's Smokehouse](http://www.SadlersSmokehouse.com) Answers Consumer Demand for Sophisticated Comfort Food*

(FRISCO, Texas) December XX, 2009-BBQ isn't just for backyard parties anymore. Sophisticated barbecue was named a Top 10 Flavor Trend in 2009 by *Flavor & The Menu* and is predicted to go even more upscale with ethnic and regional flavors in 2010, according to newly released research from Mintel.

Foodservice customers of [Sadler's Smokehouse](http://www.SadlersSmokehouse.com) are finding new ways to serve the brand's authentic, premium pit-smoked beef, pork and turkey to customers. "Restaurants have discovered unique flavors by combining Sadler's meats with seasoning and sauces from regional cuisines," said **Sadler's Smokehouse Vice President of Foodservice, Mike Hurley**. "For instance, mango salsa or chipotle sauces are ideal compliments to the hardwood flavors of authentic, pit-smoked barbecue meats."

Sadler's employs true barbecue craftsmen, many of whom have been with the company for twenty years or more, to ensure their barbecue stays true to its authentic roots. They prepare each batch using hickory, pecan or mesquite wood to create true smoky flavors as the premium meats are cooked for up to 16 hours at very low temperatures to maximize taste and tenderness. While most companies only apply steam, liquid smoke or small, short injections of smoke to their meats, Sadler's uses an exacting and proprietary pit-smoking process.

"Sadler's does all the work creating the taste and tenderness of authentic, pit-smoked barbecue for customers to use as a base for their own recipes," said **Sadler's Smokehouse CEO Terry O'Brien**. "Whether it is premium brisket, beef, pork or turkey, the idea is simple: add your favorite ingredients to Sadler's fully-cooked meats and you have a flavorful gourmet meal."

Sadler's shares gourmet recipes using its premium pit-smoked brisket and pork at <http://www.SadlersSmokehouse.com> for customers who want to experiment with upscale barbecue trends. Examples include brisket bow-tie pasta, pulled pork Asian wraps and shaved pork quesadillas. Even retail supermarkets are recognizing the latest trends in BBQ as Sadler's new Dinner for Two line hit store shelves featuring combinations like pit-smoked pork loin with an apple-cranberry glaze.

Earlier this year, Sadler's Smokehouse, Ltd. announced it has doubled its distribution in 2009 and expanded into a national company since its 2007 acquisition by Wholesome Holdings Group, LLC and Brazos Private Equity Partners, LLC. The new investors, along with the Sadler family, invested heavily in the manufacturing facility, adding a state of the art packaging process and High Pressure Pasteurization equipment, which provides a longer shelf life for its premium products. These enhancements allow the company to better serve its foodservice, retail and deli customers. .

### **About Sadler's Smokehouse, Ltd.**

Sadler's premium pit-smoked meats, authentic barbecue, dinners and entrees are distributed nationwide through major grocery retailers, foodservice distributors and national chain restaurants. For more information visit <http://www.SadlersSmokehouse.com>.

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