



*North America's Choice for Premium Pit-Smoked Meats*

## **Sadler's Smokehouse Introduces Simple Steps Entrees Line of Products February, 2009**

FRISCO, TX -- Sadler's Smokehouse, Ltd. announces the addition of a new line of fully cooked entrees to its current portfolio of premium pit-smoked meats. Sadler's Smokehouse brand® is introducing the Simple Steps Entrees line of products that feature pit smoked meats packaged in convenient, consumer-friendly heat and serve trays. Sadler's Smokehouse Simple Steps Entrees come in 3 varieties: Thinly Sliced Beef Brisket with Barbeque Sauce, Boneless Country Style Ribs with Barbeque Sauce, and Shredded Beef Brisket with Southwest Seasoning.

The Entrees feature vacuum-sealed packaging, eye-catching graphics, and High Pressure Locked Packaging technology. Simple Steps technology allows the products to be heated in the microwave in self-venting packaging that ensures quality and adds even more convenience for consumers. The products will maximize shelf presence, shelf life, and increase consumer appeal in-store. The new Simple Steps Entrée product line is available for immediate shipment. Contact your local Sadler's broker or sales representative for more information.