



FOR IMMEDIATE RELEASE

Sadler's Smokehouse Introduces Full Line of Slow Roasted Family Meals

Newest Microwaveable Product Line Provides Home-Style Comfort Food at a Value

(FRISCO, Texas) February 24, 2010 – [Sadler's Smokehouse, Ltd.](#), North America's leader in premium, pit-smoked meats, introduces **Sadler's Slow Roasted Meals**, a grocery line of restaurant quality, family entrees that are deliciously seasoned, slow-cooked and go from refrigerator to microwave to table in under five minutes.

Built upon the successful launch of Sadler's Dinner for Two line last fall, the Sadler's Slow Roasted Meals line expands Sadler's grocery store offerings that include authentic, pit smoked meats and other convenient meal combinations that are fully cooked and ready to microwave and serve.

Sadler's Slow Roasted Meals come in affordable 17-ounce packages (MSRP of \$3.99-\$4.99) to feed a small family. Flavorful meals include: Beef Roast with potatoes carrots and home-style gravy, Turkey Breast with an herbed rice medley, Pork Roast with potatoes carrots and home-style gravy and Beef Tips with long grain rice and hearty gravy.

"Our customers want high quality food that feels good and is priced right," said Sadler's CEO Terry O'Brien. "The Sadler's brand is rapidly expanding nationwide as consumers count on us for delicious, convenient and affordable home cooked meals at an excellent value."

Sadler's Slow Roasted Meals are fully cooked to perfection and packaged in Simple Steps® microwaveable trays for ultimate consumer convenience, food safety and freshness. Sadler's Slow Roasted Meals will soon be available in the fully cooked, refrigerated meat section of major grocers nationwide.

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 www.sadlerssmokehouse.com.

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