



North America's Choice for Premium Pit-Smoked Meats

Sadler's Smokehouse Brings Premium Dinner Slices to Your Family Table April, 2008

FRISCO, TX -- Sadler's Smokehouse, Ltd. announces the introduction of its line of Sadler's Smokehouse brand® premium 20 ounce **Dinner Slices**. These new products feature pit smoked meats that are sliced, shingled and placed in a convenient, consumer-friendly package. Products included in the new line are: Premium Beef Brisket, Premium Pork Loin, and Premium Turkey Breast.

Sadler's new vacuum-sealed packaging features an easy to open package as well as eye-catching packaging graphics that will maximize shelf presence and increase consumer appeal. In addition, the High Pressure Locked technology offers an extended shelf life for refrigerated merchandising. The new product line is available for immediate shipment. Contact your local Sadler's broker or sales representative for more information.