



**FOR IMMEDIATE RELEASE**

**April 13, 2010**

**Sadler's Smokehouse Introduces Healthier Options for BBQ Lovers**

*Premium smoked meats company responds to increased consumer demand for lower sodium and gluten-free offerings*

**(FRISCO, Texas)** – As American families become increasingly health conscious at the grocery store, Sadler's Smokehouse announces it has significantly reduced sodium in its top-selling "Dinner For Two" and new "Slow Roasted Meals" products and will soon launch new packaging to identify its gluten-free offerings.

"Our customers want the convenience and quality of our authentic pit-smoked meats, but they also want healthier options," said Sadler's Smokehouse Executive VP Marketing Greg Klein. "Our lower sodium offerings give consumers a flavorful, easy alternative when trying to eat better."

Sadler's reduced sodium by 13 to 52 percent in its Dinner For Two line, which includes barbecue pork loin and beef brisket dinners, by preparing them with lower sodium sea salt rather than refined salt. Its Slow Roasted Meals, introduced this year after the successful reformulation of the Dinner For Two line also feature low sodium entrees, ranging from 360 to 600mg.

Additionally, Sadler's will introduce new packing in the next 60 days to indicate the majority of its briskets are gluten-free.

In March, the National Grocers Association's 2010 Consumer Survey found one of the top four consumer dietary concerns is sodium content. Also, grocery consumer products tracking firm Nielsen Co. reports that the gluten-free sector has increased 20 percent in the 12-month period ending June 14, 2009.

**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](http://www.sadlerssmokehouse.com).

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