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Sadler's Smokehouse® Awarded Kansas City Barbeque Society's Official Seal of Approval

Top BBQ Sanctioning Organization Recognizes Sadler's Authentic Pit-Smoked Brisket

(FRISCO, Texas) May 10, 2010– Sadler's Smokehouse, North America's leader in premium pit-smoked meats, has earned the official seal of approval from the Kansas City Barbeque Society (KCBS) for its brisket products. KCBS, a nonprofit organization dedicated to promoting and enjoying barbeque, is the world's largest organization of barbeque and grilling enthusiasts with a membership base of more than 13,000 and events that attract more than 10 million fans annually.

"Barbecue is America's cuisine, and with so many products on the market claiming to be authentic, the KCBS seal of approval lets people know that Sadler's is the real deal," said Sadler's Smokehouse Executive VP Marketing Greg Klein. "Making great barbecue is an art, and we are proud and honored to be recognized by the top organization dedicated to promoting and preserving this national cuisine."

Sadler's earned the Seal of Approval through a process that includes Board evaluation of its products based on the judging requirements of appearance, taste and tenderness. Sadler's commitment to best in class preparation methods and proprietary pit-smoking processes was critical to the Board to ensure that the KCBS qualities and integrity are upheld during the relationship.

"The Seal of Approval program partners quality companies with the most respected barbeque association in the world and signals to consumers that our partners' products are authentic, delicious and reflect the highest standards for barbecue authenticity," said Carolyn Wells, KCBS Executive Director.

For 62 years, Sadler's has carefully selected, trimmed, seasoned and slowly pit-smoked its briskets for hours over split hickory, pecan and mesquite woods for an authentic, restaurant quality barbecue experience. Sadler's Smokehouse brand products are available at grocery, supercenters and club stores nationwide. Beginning in May, Sadler's products will feature the KCBS Seal of Approval logo on all its brisket packaging.

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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. You can also find us on Facebook at <http://www.facebook.com/pages/Sadlers-Smokehouse-Ltd/71911064834>.

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