



North America's Choice for Premium Pit-Smoked Meats

New Sadler's Smokehouse Branded Convenience Cartons Updated for Consumers September, 2008

FRISCO, TX - Sadler's Smokehouse, Ltd. proudly announces the introduction of its Sadler's Smokehouse brand® premium twenty-four ounce **Convenience Cartons**. The **Convenience Cartons** feature pit smoked meats that are blended with delicious barbeque sauce then placed in a convenient vacuum-sealed tray. Each package has 24 ounces of premium product that is ready to heat and serve in minutes.

Products included in the new line are: Premium Sliced Beef Brisket with Barbeque Sauce, Premium Boneless Country Style Ribs with Barbeque Sauce and Premium Baby Back Ribs with Barbeque Sauce.

Sadler's new **Convenience Cartons** feature a vacuum-sealed product that utilizes the dual-oven capabilities of the new tray. Packaging has been updated to include eye-catching graphics as well as updated carton sizing that will maximize shelf presence and increase consumer appeal. The new product line is available for immediate shipment. Contact your local Sadler's broker or sales representative for more information.