



**FOR IMMEDIATE RELEASE**  
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**Sadler's Smokehouse Selected as Exclusive BBQ of the Houston Texans**  
*Partnership Includes Houston Livestock Show and Rodeo™ and Reliant Stadium*

(FRISCO, Texas) – Texas-based [Sadler's Smokehouse, Ltd.](#) is now the exclusive barbecue of the NFL's Houston Texans, the Houston Livestock Show and Rodeo™ and Reliant Stadium.

Sadler's genuine pit-smoked brisket is now available in Reliant Stadium concession stands at all events including Houston Texans games, the Houston Livestock Show and Rodeo™, concerts and more. Sadler's will also cater its brisket in stadium suites.

“We selected Sadler's Smokehouse because they offer the great taste of authentic, pit-smoked meats that Texans have come to expect in barbecue,” said **Greg Grissom, Director of Corporate Development for the Houston Texans**. “Our fans know great barbeque so Sadler's was the natural choice given the premium quality of their products.”

As America's largest seller of brisket, Sadler's Smokehouse is the expert in genuine, pit-smoked brisket, ribs, pork and more. The company's proprietary smokers, using hickory and other hardwoods, were specially designed for hours of slow smoking. The result is incredibly flavorful, tender meat.

“We are honored to be selected as the exclusive barbecue of the Houston Texans, Houston Livestock Show and Rodeo and Reliant Stadium, building on our brand's positive momentum in this key market,” said **Sadler's Smokehouse CEO Terry O'Brien**. “We look forward to introducing our famous pit-smoked meats to hungry Houston sports fans and concert-goers this season.”

**About Sadler's Smokehouse**

A subsidiary of Wholesome Holdings Group, Sadler's Smokehouse produces premium, pit smoked meats. Sadler's branded brisket, ribs, pork and turkey are prepared using the same pit smoking technique developed by the Sadler family in 1948 – several hours over natural hardwood coals. Sadler's Smokehouse meats, side dishes and other barbecue-related food items are distributed nationwide through several major grocery retailers, foodservice distributors, national chain restaurants and other branded food processors. For more information visit [www.sadlerssmokehouse.com](http://www.sadlerssmokehouse.com).

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