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**FOR IMMEDIATE RELEASE**  
**August 27, 2009**

**Sadler's Smokehouse Delivers Much Needed Protein to North Texas Food Bank**  
*Donation kicks off Hunger Action Month in September*

**(DALLAS)** – On Friday, August 28, [Sadler's Smokehouse, Ltd.](#) will deliver a truck of its premium, pit smoked brisket, ribs and pork to the North Texas Food Bank to prepare for Hunger Action Month which begins September 1.

“Protein is the most requested and often-times most expensive item to provide to our 268 member agencies,” said **Jan Pruitt, North Texas Food Bank President and CEO**. “In this economy, we are especially grateful for Sadler's Smokehouse's generous donation that allows us to provide high quality, nutritious and fully-cooked meals to feed 10,000 hungry North Texans.”

The North Texas Food Bank spends the majority of its weekly food budget on protein. **The donation will take place on Friday, August 28 at 2 p.m. at the North Texas Food Bank at 4500 S. Cockrell Hill Rd. in Dallas. North Texas Food Bank and Sadler's Smokehouse representatives will be on-hand for interview.**

“We applaud the North Texas Food Bank for its tireless efforts to stamp out hunger in our area,” said **Sadler's Smokehouse CEO Terry O'Brien**. “We are fortunate to be able to help the cause by providing our products, and we encourage others to donate what they can during Hunger Action Month.”

**About the North Texas Food Bank**

The North Texas Food Bank procures donated surplus food and transfers it in usable quantities to 917 feeding and education programs in 13 North Texas counties. Each month, agency pantries distribute food to more than 50,000 families, and on-site meal programs serve 435,000 meals/snacks. Every dollar donated to the organization provides four meals for the hungry. Out of every dollar donated, 97 cents goes directly to hunger relief programs. For more information, please visit [ntfb.org](http://ntfb.org).

**About Sadler's Smokehouse, Ltd.**

Sadler's Smokehouse, Ltd. 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 – up to 16 hours over natural hardwood coals. Sadler's meats, side dishes and other barbecue-related food items are distributed nationwide through 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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