



FOR IMMEDIATE RELEASE

Sadler's Launches Dinner for Two

Restaurant Inspired Meals Conveniently Portioned for America's Smaller Households

(FRISCO, Texas) October 15, 2009 – [Sadler's Smokehouse, Ltd.](#), North America's leader in premium, pit-smoked meats, announces its Dinner for Two line of fully cooked, heat and serve meals. The new product line, a revolutionary introduction in the refrigerated prepared meat category, hit grocery shelves in August and features 20 ounces of classic pit-smoked meats paired with flavorful side dish combinations. The dinners are portioned to accommodate the fastest growing segment of America's population, one- and two-person households.

“At Sadler's we continue to listen to what our customers are saying in the marketplace which lead to our new line of restaurant quality meal solutions that are easy to prepare, sized for two and reasonably priced,” **said Sadler's CEO Terry O'Brien.** “Sadler's Dinner for Two is the result of our careful research and provides another way for empty nesters or young couples on the go to experience our premium pit-smoked meats.”

Dinner for Two fully-cooked meals are now available in the ready-to-eat refrigerated meat section of a large number of grocery stores throughout the Southeast, Central and Western US given the early rollout plan. The new dinner products feature innovative packaging designed for easy microwave heating. Consumers can choose from four flavorful combinations: Sadler's signature sliced beef brisket in tangy BBQ sauce with creamy home style mashed potatoes; seasoned pork loin in a sweet BBQ sauce with white cheddar mashed potatoes; pit-smoked pork loin with an apple-cranberry glaze and red skin garlic mashed potatoes or sliced center cut pork loin with au jus and herbed rice blend.

Sadler's pit-smoked meats are prepared today with the same authentic, pit-smoking techniques used when the company was founded in 1948. All meats are carefully selected, trimmed, seasoned and pit-smoked over natural hardwood coals for hours at a time. Always fresh, never frozen, Sadler's Dinner for Two meals feature high quality ingredients at affordable prices.

About Sadler's Smokehouse, Ltd.

Sadler's pit-smoked meats, side dishes and other BBQ-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.

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