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**PLANNING FOR THE HOLIDAYS
GIFTS UNDER \$5 FROM PIERCE'S PITT BAR-B-QUE**

WILLIAMSBURG, VA (September 8, 2009) While the holidays are always filled with family and friends, there's no denying that finding the perfect gifts for everyone can become a bit stressful. Without breaking the bank, **"Doc" Pierce's Bar-B-Que Sauce** is the perfect solution. After all, a gift that makes food taste this good will surely be appreciated.

Ideal for pork, beef, chicken and seafood, **"Doc" Pierce's Original Bar-B-Que Sauce** is a rich, thick, tomato based sauce that is the perfect compliment to grilled foods. For those who prefer a little extra sweetness in their bar-b-que, there's **"Doc" Pierce's Honey Bar-B-Que Sauce**. Just like the "Original" flavor, this tomato based sauce is thick, rich and delicious. Both varieties of **"Doc Pierce's Bar-B-Que Sauce** come in 17.5 oz bottles and retail for \$4.99 MSRP). They can be found at Harris Teeters, Ukrops and Bloom supermarkets or purchased online at www.pierces.com.

About Pierce's Pitt Bar-B-Que

Barbecue connoisseurs have been flocking to Pierce's Pitt Bar-B-Que, located just off of Interstate 64 on the outskirts of Williamsburg Virginia, ever since its founder "Doc" Pierce fired up the pitt back in 1971. Considered one of the absolute best bar-b-que restaurants in America, Pierce's enjoys an enormous local, national and international following.

The smokehouse, containing three hickory burning bar-b-que pitts, each able to cook 2,000 pounds of meat per day, can be found just next to the restaurant. To keep up with the restaurant's enormous popularity, and depending on the season, there are Boston pork butts cooking and smoking four to six days a week.

Pierce's Pitt Bar-B-Que enjoys high praise from bar-b-que enthusiasts across America. Earning *Southern Living* magazine's "Readers Choice" award year after year, Pierce's has also earned top honors from Vince Staten and Greg Johnson, authors of the book *Real Barbecue - The Classic Barbecue Guide to the Best Joints Across the USA*.

For More Information

For additional press information, including tours of Pierce's Pitt Bar-B-Que and its smokehouse, requests for product photography and samples, please contact Jeffrey Spear at Studio Spear in Baltimore, Maryland by phone: 410 486 8822, toll free: 866 787 8761, or by email: jeff@studiospear.com. High-resolution product imagery and Company Backgrounder can be accessed online at www.pierces.com/pressroom. The password is "pierces."

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