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A TASTY HOLIDAY ADVENTURE

WILLIAMSBURG, VA (September 8, 2009) If you're looking for a little something special to spice up the holidays, why not plan a day trip, or even a weekend to Williamsburg, Virginia.

There's something for everyone, starting at **Pierce's Pitt Bar-B-Que**. Considered one of America's top 100 bar-b-que destinations, a visit to the region cannot be complete without trying some of **Pierce's Pitt Bar-B-Que's** famous, hickory smoked, pulled pork sandwiches. Your senses will tell you when you're getting close. With three impressive bar-b-que pitts cooking up a storm, the smoke and delicious aroma drifting across the interstate, **Pierce's Pitt Bar-B-Que** is hard to miss.

After you've had your fill of **Pierce's Pitt Bar-B-Que** sandwiches, mouth watering ribs and countless other delectable menu choices, there's plenty to see and do in historic Colonial Williamsburg - a destination that's been putting the magic into the holidays for decades. In particular, visitors to Williamsburg have consistently enjoyed the *Grand Illumination*, a spectacular evening of fireworks that officially opens the holiday season. Alternatively, there is a wine producing region, galleries, museums, the James River and so much more.

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 high praise from bar-b-que enthusiasts across America as well as 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*.

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.

For More Information

For additional 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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