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**PRESS CONTACT**

Jeffrey Spear

**Studio Spear**

Office: 410 486-8822

Toll Free: 866 787 8761

Cell: 443 739 7707

jeff@studiospear.com

**PLANNING FOR THE HOLIDAYS - PIERCE'S CAN HELP  
GIFTS AND STOCKING STUFFERS UNDER \$5  
THE PERFECT HOLIDAY PARTY**

WILLIAMSBURG, VA (September 8, 2009) While the holidays are always filled with fun, family, friends and food, there's no doubt they can become a bit stressful. To help minimize these pressures, and maximize on the good times, Pierce's Pitt Bar-B-Que has a couple of recommendations that are sure to please.

**GIFTS UNDER \$5**

Looking for that perfect little something and don't want to break the bank? **"Doc" Pierce's Bar-B-Que Sauce** is just the answer. It's this sauce, and their hickory smoked pulled pork, that ranks Pierce's Pitt Bar-B-Que in the top 100 bar-b-que restaurants in America. With so much history and tradition, 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](http://www.pierces.com).

**THE PERFECT HOLIDAY PARTY**

The food you serve makes lasting impressions. Whether your goal is business oriented and calls for a quick catered lunch delivered to your client's office, or you're planning a fundraiser, school or church event or the annual family gathering, catering from **Pierce's Pitt Bar-B-Que** will brighten the day and make your party memorable.

The wonderful aroma of hickory smoked bar-b-que and the taste of **"Doc" Pierce's Bar-B-Que Sauce** is sure to make everyone's spirits bright. From their renown pulled pork bar-b-que, ribs and chicken for the grown-ups to hot dogs, chicken fingers and corn dogs for the kids, there's something for everyone.

While chips, dips, cheese cubes and deli platters are easy, they are uninspired. All you need to do is discuss your agenda with Pierce's catering staff, agree on a menu and leave the rest to them. How easy is that? To learn more about catering from **Pierce's Pitt Bar-B-Que**, simply call 757 565 2955 or inquire online at [www.pierces.com/catering](http://www.pierces.com/catering)

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### **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*.

### **About "Doc" Pierce's Bar-B-Que Sauce**

"Doc" Pierce's Bar-B-Que Sauce comes in two varieties - "Original" and "Honey." 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 are now available from upscale grocery, specialty and natural food retailers in Virginia, Maryland and North Carolina with plans underway to facilitate distribution nationwide.

### **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](mailto:jeff@studiospear.com). High-resolution product imagery and Company Backgrounder can be accessed online at [www.pierces.com/pressroom](http://www.pierces.com/pressroom). The password is "pierces."

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