



FOR IMMEDIATE RELEASE

PRESS CONTACT

Jeffrey Spear

Studio Spear

Office: 410 486-8822

Cell: 443 739 7707

jeff@studiospear.com

**“DOC” PIERCE’S BAR-B-QUE SAUCE AT 2009 SUMMER FANCY FOOD SHOW
Visit Ashman Manufacturing, Booth 5357**

NEW YORK, NY (June 28, 2009) Considered one of this nation's top bar-b-que destinations, Pierce's Pitt Bar-B-Que will be showing “Doc” Pierce's Bar-B-Que Sauce at the 2009 Summer Fancy Food Show - Ashman Manufacturing's booth #5357.

Barbecue aficionados, including A-list celebrities Colin Farrell, Al Roker, Bruce Hornsby and Willard Scott, as well as Supreme Court Justice Sandra Day O'Connor and Senator Mark Warner, have been flocking to Pierce's Pitt Bar-B-Que on the outskirts of Williamsburg, Virginia ever since its founder, “Doc” Pierce, fired up the grill back in 1971. Considered one of the top 100 bar-b-que restaurants in America, Pierce's enjoys an enormous local, national and international following.

“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.

While both varieties of **“Doc” Pierce's Bar-B-Que Sauce** make perfect grilling companions, they are also a great addition to baked beans or used straight out of the bottle as a dipping sauce for hush puppies and french fries.

“Doc” Pierce's Original Bar-B-Que Sauce and **“Doc” Pierce's Honey Bar-B-Que Sauce** are both priced at \$4.99 each suggested retail for a 17.5-ounce bottle. Retailers can learn more and place wholesale orders by contacting Tim Ashman, President of Ashman Manufacturing and Distribution Company, by phone: 800 641 9924 or email: timashman@ashmanco.com. The company website is www.ashmanco.com.

For additional press information, including requests for product photography and samples for testing, 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.”

#