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GOOD OLD FASHIONED BAR-B-QUE LIFTS TROOP SPIRITS

“Doc” Pierce’s Bar-B-Que Sauce a hit with troops in Iraq - becomes a tradition.

WILLIAMSBURG, VA (September 4, 2009) According to 1LT Ben Taylor stationed in Baghdad, finding ways to kick back helps everyone recharge and refocus. As a longstanding fan of Pierce’s Pitt Bar-B-Que, and having recently received a care package with a bottle of “Doc” Pierce’s Bar-B-Que Sauce, Taylor knew exactly what to do. He treated his men to a good old fashioned bar-b-que.

“I have soldiers from Texas, North Carolina, St. Louis, and Tennessee” says Taylor. “They were all skeptical when I told them they were in store for the best ribs of their lives. One rib into the feast was enough to change their minds, and Pierce’s definitely did the Commonwealth proud, and won over some pretty hard critics.”

According to Taylor, this was the third time he’s fired up the grill and relied on Pierce’s during his deployment, now entering his tenth month in Iraq.

Surprisingly, this was not the first time Pierce’s, a well-known York County Virginia restaurant, lifted the spirits of our troops overseas. In the fall of 2006, Marines stationed in Al Asad (an air base in Iraq) enjoyed a bottle of “Doc” Pierce’s Bar-B-Que sauce after it showed up in a care package from home.

In a letter to J.C. Pierce, owner of Pierce’s Pitt Bar-B-Que, Sgt. Wesley C. Brown wrote “We’ve come across some sauces during the months out here, but nothing compared to yours.”

When asked about the growing reputation of his Bar-B-Que sauce with our troops stationed in Iraq, Pierce said “If my Dad’s bar-b-que sauce lifts the spirits of our troops and makes life overseas a little bit easier, I am proud to make this small but worthwhile contribution.”

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.

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The smokehouse, containing three hickory burning bar-b-que pits, 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 photos of the troops enjoying "Doc" Pierce's Bar-B-Que Sauce, 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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