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PIERCE'S PITT BAR-B-QUE

Company Backgrounder

WILLIAMSBURG, VA (June 2009) – Pierce's Pitt Bar-B-Que is one of America's premier Bar-B-Que restaurants, celebrating more than 35 years of operation, a long list of local, regional and national accolades and the unwavering support of fiercely loyal customers.

As any bar-b-que aficionado will attest, it all starts with the sauce. For Pierce's, the sauce was a secret family recipe whose origins go back about 80 years and Flat Creek, Tennessee. Julius C. "Doc" Pierce recognized the undeniable appeal of his mother's bar-b-que sauce recipe, carried it to Williamsburg, Virginia and, with the help of his wife, Verdie, and son J.C., opened a humble walk-up operation.

Opening the restaurant was not easy for the Pierce's. Using every cent the family had, "Doc" even had to borrow \$20 from a trusted friend to get things rolling. Fortunately, the first day of operation was a success and the Pierce's never looked back.

One of the more interesting tales is how the restaurant got its name. Originally intended as Pierce's "Pit," and due to a shortage of funds to fix the signmaker's misspelling of PITT, the name stuck and lives on today as Pierce's Pitt Bar-B-Que.

The restaurant today, which offers indoor seating for 104 as well as picnic tables on the surrounding lawn and wooded grounds, bears little resemblance to its first incarnation. In fact, many have commented about its bright orange and yellow architectural colors, a somewhat eccentric choice for a food operation. According to J.C. Pierce, the colors were chosen by he and his father as they watched the parade of traffic on the adjacent highway. They reasoned that, if the orange and yellow they saw on so many passing trucks worked for them, it would be good enough for the restaurant.

Pierce's Pitt Bar-B-Que can still be seen (it is hard to miss!) just off of Interstate 64 and about a stone's throw from historic Williamsburg. While the access roads have been changed and you have to take a little bit of a wander to get there, the restaurant sits on the very same parcel of land that it occupied back in 1971. If you look inside the kitchen, you can still see the foundation that supported the original structure.

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Located next to the restaurant is the smokehouse, containing three impressive bar-b-que pits, each capable of producing 2000 pounds of hickory smoked Boston pork butts per day. If they follow their noses, travelers can frequently tell they are drawing near from the aromatic smoke that drifts up and down the roadway.

Aside from the unwavering loyalty that Pierce's enjoys from its regular clientele, the restaurant owes much of its success to an unusually loyal and long-serving staff, many of whom have been with Pierces' for decades, long enough to witness so many of the changes that have taken place over the years.

Pierce's now enjoys a reputation as one of the all-time best bar-b-que restaurants in America. It has received numerous awards, has regularly received the "Reader's Choice" award from Southern Living magazine, is frequented by entertainment celebrities including Colin Farrell, Al Roker, Bruce Hornsby and Willard Scott as well as political luminaries including Supreme Court Justice Sandra Day O'Connor and Virginia Governors Mark Warner and Tim Kaine. According to Vince Staten and Greg Johnson, authors of the book "Real Barbecue - The Classic Barbecue Guide to the Best Joints Across the USA," Pierce's ranks as one of the top 100 bar-b-que restaurants in America.

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."

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