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Contact: Ann Ewing, Front Burner PR
Ph: 207.699.5500; ann@frontburnerpr.com

DENNYMIKE'S AWARD-WINNING SAUCES AND RUBS REACH OVER 200 NEW RETAILERS IN 10 STATES FROM NORTH TO SOUTH

*Growing product line hits shelves in Hannaford Bros. Co., Whole Foods Markets,
and Akins and Chamberlin's Natural Foods markets*

Portland, Maine – DennyMike's Award Winning Sauces & Rubs (www.dennymikes.com), the all-natural, gluten-free and now Kosher-Certified line of handcrafted products from Maine, are hitting shelves this month at four major market chains throughout the Northeast, North Atlantic states, Florida and Oklahoma.

Dennis M. ("DennyMike") Sherman, respected barbecue aficionado and founder of the growing company, announced today that 167 Hannaford Bros. Co. stores throughout New England and New York are carrying DennyMike's "Sweet 'N Spicy" and "Hot 'N Nasty" barbecue sauces, two of the line's best sellers, along with all five of the company's flavorful rubs. To support the introduction of the line at Hannaford Bros. Co. locations, Sherman and his team will conduct more than 60 product demonstrations in stores from Maine to New York City between now and mid-August. (Barbecue fans can find demonstration details at <http://www.dennymikes.com/events.html>.)



Additionally, over 50 Whole Foods Markets throughout the Northeast and North Atlantic regions now are carrying the entire DennyMike's line of four barbecue sauces and five rubs. DennyMike's recently was selected as Whole Foods Portland, Maine's "Product Highlight" for its summer 2010 delivery service to more than 500 island residents and visitors around Casco Bay. As part of the program, free DennyMike's product samples will be included in all delivered orders.

In related business news, DennyMike's products penetrated the Florida and Oklahoma natural foods market this month. All of the company's rubs, as well as its "Carolina-Style BBQ Sauce" – winner of a Silver Medal at this year's National Barbecue Association's National Conference and Expo – were added to shelves earlier this month at select Akin's and Chamberlin's Natural Foods Markets, headquartered in Tulsa, Okla.

Sherman's Maine-made products, which are earning attention from prominent outlets including NBC's "TODAY" show, *The Houston Chronicle*, and *Marie Claire*, will be showcased among national food and lifestyle editors at the 2010 Food Fete in New York City on June 28.

– more –

Sherman, a dry rub, Texas-style “barbecue fanatic” for more than 30 years, appreciates the attention his all-natural line is generating and is enthusiastic about the growing legion of barbecue converts.

“I launched DennyMike’s sauces and rubs, because I wanted to share my love of Southern-style barbecue and provide ‘cue cooks with a superior product,” the barbecue chef noted. “The increasing interest in our products is, of course, rewarding, but what really encourages me is seeing so many folks learn how to make authentic barbecue right in their own backyards.”

About DennyMike’s:

DennyMike’s is a Maine company with roots founded in the spirit of true, Texas-style dry rub BBQ. All of DennyMike’s award-winning, gluten-free, all-natural and Kosher-Certified sauces and rubs are hand-crafted in Maine in small batches, using only the finest ingredients, including natural sea salt, wildflower honey and pure Barbados molasses. DennyMike’s rubs are a great way to begin any meal, whether cooking in your kitchen or at your pit, and his sauces add a unique finishing touch to whatever dishes are presented at the table. DennyMike’s products are available throughout the Northeast and North Atlantic states, and in Florida and Oklahoma.

For descriptions of DennyMike’s sauces and rubs, barbecue recipes, and order placements, visit www.dennymikes.com.

For downloadable hi- and lo-res images and additional background information, visit www.frontburnerpr.com/dennymikes .

To schedule an interview with DennyMike Sherman, or request additional background information or product images, contact: Ann Ewing at Front Burner PR, Ph: 207.699.5500 or ann@frontburnerpr.com .

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