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MAINE-MADE BARBECUE SAUCES AND RUBS FROM DENNYMIKE'S 'CUE STUFF SCOOP UP FIVE AWARDS IN TEXAS AT NATIONAL BARBECUE COMPETITION

DennyMike's picked up by Whole Foods and Cabela's, hitting shelves in growing number of states

York, ME – Dennis M. (“DennyMike”) Sherman, talented barbecue chef and lifelong Mainer, has taken the world of authentic Texas barbecue by storm. At the 18th Annual National Barbecue Association’s (NBBQA) Conference & Expo, held February 17-21 in Austin, TX, five barbecue products from Sherman’s growing business, “DennyMike’s ‘Cue Stuff” (www.dennymikes.com), earned winning “Award of Excellence” medals:

- **1st Place/Gold Medal** went to DennyMike’s “Pixie Dust” rub (category: “Barbecue Dry Rub/Seasonings: Southwest”).
- **1st Place/Gold Medal** went to DennyMike’s “Chick Magnet” rub (category: “Barbecue Dry Rub/Seasonings: All-Purpose”).
- In the “Best Overall Label of 2009” category, DennyMike’s earned the **2nd Place/Silver Medal** for the unique design of its colorful “Cow Bell Hell” rub packaging, designed by T.Doc Creative in Westbrook, ME.
- In the “Barbecue Sauce: Tomato Mild” category, DennyMike’s “Sweet ‘N Spicy” barbecue sauce earned the **4th Place award**.
- In the “Barbecue Sauce: Vinegar Spicy” category, DennyMike’s received another **4th Place award**.



www.dennymikes.com

This year’s NBBQA competition, considered one of the foremost events in the barbecue world, drew hundreds of entries from throughout the United States and Canada. Winners were selected by 65 judges via blind tastings.

The winning medals spell promising news for the expanding Maine company, whose new line of authentic, Texas-style barbecue rubs just hit the market.

“I have so much respect for the barbecue pros I was competing against at the NBBQA event,” said Sherman. “These folks are genuinely considered craftsmen in barbecue circles around the country. Barbecue has been my passion for decades now, so you can’t imagine how great it was for me to be included in their company on the medals stand.”

The big wins from Maine made waves at the NBBQA championship in Austin. “A highlight of this year’s competition was the strong showing from Maine,” noted Becky Streuter, member of NBBQA’s Board of Directors. “Here you have this dyed-in-the-wool Mainer who came down here to compete in the heart of Texas barbecue country – and walks away with so many top awards!

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“When we were announcing winners at this year’s competition, we just kept calling ‘DennyMike’s’ over and over again,” Streuter added. “People are really starting to pay attention to the very appealing products this Maine barbecue company is offering, and with good reason. It makes for a standout story.”

All of DennyMike’s ‘Cue Stuff’s five rubs (3 oz.) and four barbecue sauces (9 oz.) are Maine-made and hand-crafted in small batches. The all-natural, gluten-free products are made from premium ingredients, including natural sea salt, clover honey and Barbados molasses. Tremendous attention to detail goes into every batch.

“Every one of our rubs and sauces goes through countless rounds of taste-testing,” Sherman said. “It’s important to us to take the feedback we receive to heart. We really rely on it when finalizing our recipes, and we’re convinced that makes a marked difference in the quality of our final product.”

DennyMike’s products currently are featured at hundreds of specialty stores and major market locations in Maine, Massachusetts, New Hampshire, Vermont, Connecticut, Rhode Island, Pennsylvania, Florida, and Texas. Additionally, Cabela’s locations in Prairie du Chien, Wisconsin and Triadelphia, West Virginia recently picked up the product. Additional major market locations featuring DennyMike’s ‘Cue Stuff rubs and sauces include Whole Foods throughout Maine, Massachusetts, and Rhode Island. (Suggested retail price: \$5.95)



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In addition to the NBBQA wins, the rubs and sauces, named an Editors’ Pick by *My Gourmet Connection* earlier this month, have been earning more attention and awards. In late 2008, a brisket entry from chefs Ron Shouse and Kurt LeBarge, featuring DennyMike’s “Cow Bell Hell” rub, took top honors at the River Plantation Owners annual barbecue championship in Conroe, TX.

In January of this year, packaging and labels, designed by T.Doc Creative, won top honors for DennyMike’s barbecue sauces at the American Package Design Awards presented by Graphic Design USA. And in May 2009, “America’s Best BBQ” by Ardie A. Davis and Chef Paul Kirk (aka “The Baron of Barbecue”) will be released, to feature among its Top 100 American barbecue recipes Sherman’s winning “Seafood Stuffed Smoked Lobster” – made with DennyMike’s “Fintastic” rub for seafood.

Sherman announced that additional new products from DennyMike’s ‘Cue Stuff already are in sampling rounds and scheduled for release this summer and fall, including a new Key West Key Lime Hot Sauce, Key West Shrimp Dust Rub, and Spicy Barbecue Pickles.

About DennyMike’s ‘Cue Stuff:

DennyMike’s ‘Cue Stuff is a Maine-based company with Texas barbecue authenticity. Each of DennyMike’s award-winning barbecue sauces and rubs is hand-crafted in Maine in small batches, using only the finest ingredients, including natural sea salt, clover honey and Barbados molasses. As ideal for indoor cooking as for outdoor smoking and grilling, DennyMike’s rubs and sauces have quickly become a popular fixture in the American barbecue arena, with plans for additional expansion underway.

For descriptions of 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 product images, contact:
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