



For more information, contact Shiroma Southwest
972-732-6100 kelly@shiromasouthwest.com

For Immediate Release

HILTON HEAD ISLAND SAUCE LANDS TOP INTERNATIONAL FOOD AWARD

(November 28, 2007) Results of the 2008 Scovie Awards, which recognizes top fiery foods products from around the globe, are in and Uncle Pete's BBQ Sauce of Hilton Head Island was selected as a winner in one of the world's most competitive gourmet food competitions. Uncle Pete's BBQ Sauce, which manufactures three flavors of BBQ sauce, has received a First Place 2008 Scovie Award in the industry's most rigorous blind tasting. A panel of the country's top culinary experts sampled hundreds of the world's most lauded gourmet foods and the top scoring products each won a coveted Scovie banner.

Uncle Pete's Hickory BBQ Sauce took First Place in the category of Barbecue Sauce American Style-Hot. The Scovie Awards were created by Dave DeWitt, editor of *Fiery-Foods & BBQ Magazine* and founder of the National Fiery Foods & Barbecue Show. The awards are named for Wilbur Scoville, who pioneered a rating scale for spicy foods, and have become the industry standard for excellence in more than 60 categories of fiery foods.

"Every year, I am increasingly impressed with the diversity and quality of the products entered in the Scovie Awards," notes Dave DeWitt, dubbed by the *New York Times* as the "Pope of Peppers" and the author of over 30 books on fiery cuisines. "Our winners this year include not only great product diversity, but geographic diversity as well. This year, our winners represent companies from 32 states and four countries. This year's Scovie winners truly exemplify the diversity and quality of this industry."

Contact information:
Tom Raines
Uncle Pete's BBQ Sauce
301 Central Ave. #204
Hilton Head, S.C. 29926
843-342-3373 Fax
843-422-0215 Phone
www.unclepetesbbqsauce.com