



## **FOR IMMEDIATE RELEASE**

### **Contact:**

Monique Moffit

The Sales Factory

Telephone: 336-501-8554

Email: [moniquem@salesfactory.com](mailto:moniquem@salesfactory.com)

## **TEXAS PETE® TO BRING THE ZESTIER FLAVOR TO THE 25<sup>TH</sup> ANNUAL NORTH CAROLINA SEAFOOD FESTIVAL**

WINSTON-SALEM, NC (September 21, 2011) – Seafood lovers wanting to add a little zing to their dishes will welcome the news that Texas Pete® will be participating in the 25<sup>th</sup> annual North Carolina Seafood Festival, September 30 through October 2 in downtown Morehead City. Texas Pete® is the official cocktail sauce of the North Carolina Seafood Festival.

The Texas Pete® Seafood Cocktail Sauce will tempt palates throughout the festival – starting at the chef’s tent, where foodies can sample Texas Pete® Seafood Cocktail Sauce with Shrimp throughout the weekend. At the Texas Pete® trailer, attendees can take away samples of two of the company’s other popular sauces – the Texas Pete® Chipotle Sauce and the Texas Pete® Fiery Sweet Wing Sauce.

Additionally, as part of the event’s “2011 Cooking with the Chefs: A North Carolina Seafood Experience,” Texas Pete® Executive Chef Michael O’Donnell will serve up a Scallop and Crab Seafood Sauce Sauté and a Tuna Explosion Shooter during the noon to 1 p.m. time slot on Sunday. O’Donnell will also serve as a judge for this year’s People’s Choice Carolina Crab Cake Competition, taking place at 1:00 p.m. on October 2.

“The North Carolina Seafood Festival is an event that we look forward to every year,” said Glenn Garner, director of marketing for TW Garner Food Company. “We love sharing the exceptional flavors that can be created when combining our Texas Pete Seafood Cocktail sauce with North Carolina’s amazing seafood.”

For more information about the North Carolina Seafood Festival, visit <http://www.ncseafoodfestival.org>. For more information about Texas Pete® sauces and recipes using the product, visit [www.TexasPete.com](http://www.TexasPete.com) or search for Texas Pete® on Facebook.

# # #

**About TW Garner Food Company ([www.texaspete.com](http://www.texaspete.com))**

Headquartered in Winston-Salem, North Carolina, TW Garner Food Company is famous for its Texas Pete® Hot Sauce, the number three brand of hot sauce in the United States. Founded in 1929 as a maker of barbecue sauce, the company now sells a full line of hot sauces, wing sauces and seafood sauces under the Texas Pete® brand, as well as salsa and tortilla strips under the Green Mountain Gringo® brand. Texas Pete® and Green Mountain Gringo® products are sold in supermarkets, military commissaries, convenience stores and restaurants throughout the United States. In 2010, Green Mountain Gringo® Salsa was named best overall salsa by [Epicurious](#), among 20 retail salsas that were tested.

###