



TW GARNER  
FOOD COMPANY



## FOR IMMEDIATE RELEASE

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## Texas Pete® Ultimate Tailgate Contest Searching for the Best College Football Party in the Country

WINSTON-SALEM, NC (September 9, 2010) – TW Garner Food Company has launched the Texas Pete® Ultimate Tailgate Contest to find the most amazing tailgate party in the country among 2010 college football fans. If your tailgate party photos convince the judges that yours was the “ultimate tailgate party” among college football fans from today through November 13, 2010, you’ll win a grand prize package worth nearly \$3,000, including a Honda “Companion” generator, a Vizio 42” flat screen TV, a DirectTV Package and a Char-Broil Quantum Series Grill.

“We’re excited about the Ultimate Tailgate Contest which will allow college football fans to show us how they psyche-up for their team and celebrate the uniquely American sports ritual: the tailgate party,” said Glenn Garner, Director of Marketing for TW Garner Food Company. “We know that Texas Pete Hot Sauce is a regular guest at tailgate parties across the country, but now we want to see what else America’s college students, alumni and football fans bring to their game day experience.”

To enter the contest, take a digital color photo of your “ultimate tailgate party” (pre-game or post-game) at any 2010 college football game, showing your friends, food, decorations, school affiliation and anything else that makes your tailgate party the “ultimate tailgate party.” Then visit [facebook.com/texaspete](https://facebook.com/texaspete) or [TexasPeteTailgate.com](http://TexasPeteTailgate.com) before midnight on November 13, 2010, follow the link to the contest and complete the Official Entry Form. Individuals may also enter by sending original 4” x 6” photos, along with their name, address, telephone number(s), email address, date of birth, and school affiliation to: Van Winkle Associates, 1180 W. Peachtree Street NE, Ste. 400, Atlanta, GA 30309, Attn: Alicia Banos. **All entries must be received by November 13, 2010.**

Three finalists will be selected the week of November 15, 2010 by a panel of independent judges, based on the visual evidence of school spirit, theme, originality, creativity, display, decorations, costumes and apparel, and general sense of fun and enjoyment portrayed.

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“Beginning November 22<sup>nd</sup>, the fans take over and start voting to determine the Ultimate Tailgate Contest Winner,” said Garner. “Voting will be open for two weeks, and will close at Midnight Eastern time on Monday, December 6, 2010, when the Ultimate Tailgate Contest Winner will be announced.”

Contestants can read all of the rules and enter to win at: [facebook.com/texaspete](https://facebook.com/texaspete) or [TexasPeteTailgate.com](http://TexasPeteTailgate.com).

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

Headquartered in Winston-Salem, North Carolina, TW Garner Food Company is famous for its Texas Pete<sup>®</sup> 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<sup>®</sup> brand, as well as salsa and tortilla chips under the Green Mountain Gringo<sup>®</sup> brand. Texas Pete<sup>®</sup> and Green Mountain Gringo<sup>®</sup> products are sold in supermarkets, military commissaries, convenience stores and restaurants throughout the United States. In 2010, Green Mountain Gringo<sup>®</sup> Salsa was named best overall salsa by [epicurious.com](http://epicurious.com), among 20 retail salsas that were tested.

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