



## FOR IMMEDIATE RELEASE

### Texas Pete® To Join Moe's Southwest Grill For Local Promotional Tour

WINSTON-SALEM, N.C. (September 22, 2010) – TW Garner Food Company has announced the Texas Pete® Moe's Southwest Grill fall promotional tour that will visit four Piedmont Triad cities from Sept. 21-29, 2010. The tour will feature the launch of three new "Buffalo Chicken Trio" menu items at Moe's which includes the Buffalo Nachos, the Buffalo Quesadilla and the Buffalo Burrito, all featuring Texas Pete® products.

The daily events will feature Texas Pete® giveaways including discount coupons, free samples of popular Texas Pete® products, drink koozies and complimentary merchandise at the following locations:

- Tuesday, Sept. 21 at 4211 West Wendover Avenue (Greensboro, N.C.)
- Wednesday, Sept. 22 at 1744 Battleground Avenue (Greensboro, N.C.)
- Monday, Sept. 27 at 5872 Samet Drive #1 (Highpoint, N.C.)
- Tuesday, Sept. 28 at 1449 East University Drive (Burlington, N.C.)
- Wednesday, Sept. 29 at 350 Four Seasons Town Center (Greensboro, N.C.)

Consumers that purchase items from the Buffalo Chicken Trio menu during the promotional tour will receive a Texas Pete® t-shirt compliments of Texas Pete and will be automatically upgraded to a full meal combo which includes a free drink and queso compliments of Moe's Southwest Grill.

"We're excited about the upcoming promotional tour as it allows us to help kick off Moe's Southwest Grill's new Buffalo Chicken Trio menu featuring Texas Pete® products" Glenn Garner, Director of Marketing for TW Garner Food Company said. "Born in the Piedmont Triad, Texas Pete is proud to help Moe's introduce new menu options that we are certain will be popular with fans of both Texas Pete® and Moe's" Glenn Garner added.

For additional information, visit Texas Pete® online on Facebook at [facebook.com/texaspete](https://www.facebook.com/texaspete) or [TexasPete.com](http://TexasPete.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® 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 chips 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.com](http://epicurious.com), among 20 retail salsas that were tested.

#### **About Moe's Southwest Grill ([www.moes.com](http://www.moes.com))**

The first Moe's restaurant opened in Atlanta, GA on December 1, 2000, and offered burritos, tacos, quesadillas, nachos, salads and fajitas. Guests could choose from over 25 fresh ingredients including grilled chicken, steak or tofu. There were meals just for kids, beverages just for adults, and free chips and salsa for all guests to enjoy with every meal. To demonstrate their commitment to freshness, Moe's has never used freezers, microwaves, animal fat, lard, or MSG. Over the years, Moe's has added ground beef, pulled pork, bacon and Junior burritos to the menu and has featured popular limited time offers like the Chicken Club Quesadilla and Phil E. Burrito.

###

#### **Contacts:**

Chris Zona  
Public Relations Administrator  
The Sales Factory  
336-391-8852  
[chrisz@salesfactory.com](mailto:chrisz@salesfactory.com)

Glenn Garner  
Director of Marketing  
TW Garner Food Company  
800-476-7383