



## FOR IMMEDIATE RELEASE

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## **TW Garner Food Company to Launch Two New Flavors of Texas Pete® Hot Sauce at Vegas Uncork'd, the Ultimate Epicurean Experience, May 5 – 8 in Las Vegas**

WINSTON-SALEM, NC (April 25, 2011) – TW Garner Food Company will officially launch two new flavors of its famous Texas Pete® Hot Sauce – Fiery Sweet Wing Sauce and Chipotle Hot Sauce – at one of the biggest “foodie” events of the year, Vegas Uncork'd, May 5 - 8 in Las Vegas.

The new Texas Pete® Fiery Sweet Wing Sauce is a unique blend that brings the heat to the rich sweetness of molasses and honey to provide a great alternative to standard hot wing sauce. In contrast, the new Texas Pete® Chipotle Hot Sauce is made with a traditional method of smoke drying red jalapeño peppers that give it the balance of heat, earthiness and complex flavor to wake up recipes without overwhelming other flavors. Free samples of the new flavors are being sent to the first 10,000 people to request them from [www.wakeupyourfood.com](http://www.wakeupyourfood.com).

“Our new Fiery Sweet and Chipotle flavors were developed to embrace two of the fastest growing flavor profiles in American foods,” said Glenn Garner, Director of Marketing for TW Garner Food Company. “Consumers are increasingly seeking to replicate restaurant quality experiences at home, and these new products are intended to meet that demand.”

Texas Pete® is an official partner of [Vegas Uncork'd](http://www.vegascork.com) and will participate in the Garden of the Gods Grand Tasting event at Caesars Palace on Friday, May 6, from 7:30 to 10:00 p.m. Award-winning Chef Tim Grandinetti will prepare several gourmet dishes at the event which incorporate the new Texas Pete® Fiery Sweet Wing Sauce and Texas Pete® Chipotle Hot Sauce.

“The new Chipotle and Fiery Sweet flavors from Texas Pete® provide some great flavors to bring new life to old recipes and wow your friends with new inventions the next time you entertain,” said Chef Tim Grandinetti. “Hot sauce shouldn’t be hiding in the cupboard and used only on wings. I’ve created five new gourmet recipes that I’ll be preparing at Vegas Uncork'd that should inspire even the most inexperienced cook to be more creative with their condiments.”

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Chef Grandinetti recommends incorporating Texas Pete® Chipotle Hot Sauce in your favorite recipes for chicken, burgers and pasta. The new Texas Pete® Fiery Sweet Wing Sauce can be used in a variety of recipes beyond wings, such as seafood, pork and Asian-inspired dishes.

Grandinetti will be creating his recipes at Vegas Uncork'd with three [Big Green Egg®](#) outdoor ceramic cookers. "The Big Green Egg is the original American-designed ceramic cooker, modeled after an ancient clay cooking device known as a 'kamado,' and it is very versatile for outdoor cooking – perfect for the Grand Tasting event," said Grandinetti.

Texas Pete® Chipotle Hot Sauce is sold in 6 ounce bottles and Texas Pete® Fiery Sweet Wing Sauce is sold in 18 ounce bottles. Both products are being rolled out nationwide and will soon be available at most major grocery and super stores.

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

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.com](http://epicurious.com), among 20 retail salsas that were tested.

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