

Pierce's sauce now available in stores

The legendary Williamsburg-area eatery enters the retail market with two sauces.

BY VICTOR REKLAITIS

vrek@dailypress.com | 223-5682

YORK — The taste of a famous local barbecue restaurant off East Roanoke Drive is becoming available by the bottle at groceries in Virginia, Maryland and North Carolina.

Two Pierce's Pitt Bar-B-

Que sauces went on sale last week at about 19 Harris Teeter stores, J.C. Pierce said Thursday. He said that about 28 Ukrop's stores also were starting to carry the products this week, among other distribution deals set up or in the works.

"It's really cool," said Pierce, who has carried on a

business founded in 1971 by his late parents, Doc and Verdie Lolabell Pierce. "I just wish that my mom and dad could be around."

The two flavors for sale are Doc Pierce's Original and Doc Pierce's Honey. The sauces come in 17.5-ounce bottles, with a suggested retail price of \$4.99.

Pierce said the work on this retail effort began 10 or 11 years ago and has included getting a patent and part-

nering with Virginia Beach-based Ashman Manufacturing Co. A request last year for the eatery's barbecue sauce by a unit of Marines in Iraq inspired him to finally make it happen, he said.

"That really triggered it," Pierce said. "I said, 'You know what? I need to do this.'"

For phone or online orders, call 757-565-2955 or go to www.pierces.com. ■