

FOR IMMEDIATE RELEASE

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Ashman Manufacturing and Distributing Company teams with Pierce's Pitt Bar-B-Que to bring its famous "Doc" Pierce's Bar-B-Que Sauce to the retail market for the first time.

Ashman Manufacturing and Distributing Company proudly announces it will be representing "Doc" Pierce's Bar-B-Que Sauces as it enters the retail market in specialty stores, natural food stores and upscale grocery stores. The partnership with Pierce's Pitt Bar-B-Que is a natural fit as Ashman has always marketed Virginia's Finest products to many of the region's top retailers, including Harris Teeter, and key accounts such as Ukrop's Supermarkets, Wegman's, Whole Foods, Balducci's, The Fresh Market, Stop N Shop (Boston, NY) as well as many independents all over the country.

Pierce's Pitt Bar-B-Que is a well known Virginia Tradition. Ever since Doc Pierce opened the Williamsburg, Virginia location in 1971 with his hickory smoked bar-b-que and homemade Original bar-b-que sauce, it has been a Virginia landmark. In addition to being featured in *Bon Appetit* and *Wine Spectator* magazines, the sauce has won award after award, including *Southern Living* magazine's Reader's Choice Award for the past nine years, *The Daily Press* Gold Award-BBQ, and the *Hampton Roads Magazine* Platinum Plate Award. Pierce's has a strong, loyal following in an area known for its barbecue.



Ashman Manufacturing and Distributing Company is celebrating its 20th year in business as a specialty food manufacturer and distributor. In fact, Ashman manufactures over 200 different specialty food products including the Virginia Gentleman Bourbon Sauce Line, the Classic American Specialty Sauce Line, the House Seafood Marinade and Dry Blends Lines as well as many unique restaurant retail concepts for Hill Country Barbecue Market (NY), Blue Smoke (NY), Tabla (NY), Union Square Hospitality Group, Rockland's BBQ and Grilling Company (Washington DC), and for Chili Peppers Restaurant (Outer Banks North Carolina).

Ashman won the Commissioner's Award in 1996, which is presented by the Virginia Department of Agricultural Division of Marketing. It goes to a company whose efforts to promote and support Virginia agricultural products have been outstanding. Ashman Manufacturing and Distributing Company also earned the Virginia's Finest designation in August 1989. Tim Ashman served as president of the Virginia Food and Beverage Association, then known as FLAVA, from 1995 through 1997. He served as chairman of the board from 1997 through 1999 and was on the board of directors from 1993 to 1996.

Ashman exhibits annually at the Winter Fancy Food Show, held this year in San Diego (January), as well as at the International Boston Seafood Show, and the summer Fancy Food Show in New York.

Ashman will be selling "Doc" Pierce's Bar-B-Que Sauce (Original and Honey) through its wholesale distribution network, and offers it for sale at ashmanco.com.

