



**P E N D L E T O N**  
BARBECUE SAUCE



**FOR IMMEDIATE RELEASE**

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**Hood River, Ore. (June 9, 2014)** – Oregon Growers & Shippers is pleased to announce, in their continuing partnership with Hood River Distillers, the introduction of two new Pendleton® barbecue sauce flavors – the Hot + Spicy and Brown Sugar + Molasses. The new flavors will join the Original and Mesquite flavors already in production and will be available through the Oregon Growers & Shippers website for \$5.95 each beginning today.

“We are excited to add two new items to the line. I feel that these bold and creative flavors will attract new customers and give our current loyal followers new options this summer grilling season,” said Dave Gee, founder of Oregon Growers & Shippers.

“Pendleton Whisky is excited to be a part of Oregon Growers & Shippers’ product expansion,” said Tia Bledsoe, senior brand manager at Hood River Distillers. “The complex flavors of the Hot + Spicy and Brown Sugar + Molasses barbecue sauces are sure to complement the smooth flavor Pendleton Whisky offers. The barbecue sauce and whisky will be an excellent addition to any grilling toolkit.”

**Pendleton® Hot + Spicy Barbecue Sauce**

*Nothing beats the thrill of the ride. With a high kick, your spurs dig in as you answer to the dare. It's not for the faint of heart, and neither is this bold mix of fiery chili peppers and spices with the perfect amount of smoky sweetness. Saddle up.*

Consumers who are looking for a bolder, spicier version of the already popular original sauce will love this new option. Its use of red chili peppers, chipotle peppers in adobo, and black pepper combine with the complex marriage of citrusy coriander, cumin and garlic to create a building heat that compliments grilled meat and poultry.

**Pendleton® Brown Sugar + Molasses Barbecue Sauce**

*The secret to the perfect sauce starts with simple old fashioned ingredients. Rustled up with dark brown sugar and molasses, this sauce has just the right sweetness with hints of Hickory smoke to capture even the toughest cowboy's heart.*

This new sauce was created for consumers looking for a sweeter flavor profile. The premium quality molasses and dark brown sugar create a sweet caramel taste with hints of citrus from coriander, mild heat from black and chipotle peppers, with a subtle hickory smoke backdrop.

### **About Oregon Growers& Shippers**

Oregon Growers& Shippers specializes in farm-direct specialty foods sourced direct from the Hood River valley. Their award winning product line features fresh, in-season ingredients produced by local farmers employing sustainable growing practices. Oregon Growers & Shippers is the master distributor of Pendleton Barbecue Sauce. Based in Hood River, Ore., Oregon Growers& Shippers has a nationwide distribution through partners such as Whole Foods, QFC and New Seasons, as well as online at [www.oreongrowers.com](http://www.oreongrowers.com).

### **About Hood River Distillers**

Founded in 1934 and headquartered in Hood River, Ore., Hood River Distillers is the Northwest's largest and oldest importer, producer, bottler, and marketer of distilled spirits. Pendleton® Whisky, Pendleton® 1910 Rye Whisky, Broker's® London Dry Gin, SinFire™ Cinnamon Whisky, Yazi® Ginger Vodka, ULLR® Nordic Libation, HRD® Vodka, Lucid® Absinthe Supérieure, and the complete line of Monarch® distilled spirits are just a few of the company's brands distributed across the country. Hood River Distillers is a member of the Century Council and promotes responsible drinking habits. For more information, visit [www.hrdspirits.com](http://www.hrdspirits.com).

### **About Pendleton Whisky**

Pendleton® Whisky is imported, bottled and marketed by Hood River Distillers of Hood River, Ore., and is available nationwide. The oak barrel-aged whisky uses glacier-fed spring water from Oregon's Mt. Hood and is known for its uncommonly smooth taste and rich, complex flavor. Pendleton® Whisky is official spirit of the Professional Rodeo Cowboys Association (PRCA), and the presenting sponsor of the All American ProRodeo Series, which includes 400-plus PRCA rodeos.

The current line of Pendleton Barbecue Sauces are available at Safeway, New Seasons, Market of Choice, Whole Foods, Zupans, QFC, Fred Meyer and other fine retailers. To learn more about Oregon Growers full line of products, please visit [www.oreongrowers.com](http://www.oreongrowers.com).

For more information about Pendleton® Whisky, please visit [www.pendletonwhisky.com](http://www.pendletonwhisky.com)

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