



Media release For Immediate Release

Slatherin' Sauce expands grocery and specialty retail distribution

March 1, Slatherin' Sauce to be on shelves in 24 Kings Supermarkets and six Balducci's Foodlover's Markets and 29 new specialty retail outlets

Charleston, SC, February 17, 2011—Robin Rhea, founder of Slather Brand Foods announces expanded distribution of Slatherin' Sauce Original Recipe and Spicy. By March 1, 2011, the firm's sauces will be on shelves at 24 Kings Supermarkets in the northeast as well as six Balducci's Foodlover's Markets.

Rhea also announces the addition of 29 new, specialty retail accounts gained at the January Atlanta International Gift & Home Furnishings Market®.

Other Slather Brand Foods news includes representation by esteemed specialty food brokerage firm Santucci Associates, Inc. of Feasterville, PA. Santucci Associates is brokering the sale of Slatherin' Sauce to supermarkets in Metro New York, New Jersey, Pennsylvania, Delaware, Maryland, Washington, DC, Virginia, North Carolina, South Carolina, and Georgia.

Medford, New Jersey firm, Haddon House Food Products, Inc., importers and distributors of gourmet specialty foods serving the grocery industry, is now Slather Brand Foods distributor. According to Hoover's Business Information, "Haddon

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House Food Products is a wholesale grocery distributor that specializes in ethnic food, gourmet ingredients, and organic products. It supplies more than 15,000 items encompassing several different brands, including Asian Gourmet, Jane's Krazy Mixed-Up Seasonings, Medford Farms, and Twin Tree Gardens. Haddon House serves specialty food retailers and other retail grocers nationwide.”

“We couldn’t be more proud to be represented by our incredible broker and highly-respected distributor. Santucci Associates and Haddon House together are the perfect combination to help put Slatherin’ Sauce on major grocers’ shelves across the United States. And we are just as delighted with our growing representation on the shelves of gift and gourmet shops across the country too.”

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About: Established in 2009, Slather Brand Foods, Inc. is a spicy, sassy, specialty foods manufacturer based in Charleston, South Carolina whose products are made with premium all-natural, ingredients and utilize sustainable eco-friendly packaging.

The company’s flagship product is Original Recipe Slatherin’ Sauce, “The Cure for Boring Food™.” Slatherin’ Sauce is a gourmet cooking and finishing sauce for everything from baked brie to wild boar. This sticky, sweet, slightly spicy sauce is a unique blend of honey, pineapple, tomatoes, crushed red pepper and spices. Slatherin’ Sauces are gluten free, preservative free, and free of high fructose corn syrup.

Other products are Spicy Recipe Slatherin' Sauce and “Slather It OnSM” merchandise.

Slather Brand Foods is a certified South Carolina product and a member of the South Carolina Specialty Food Association.

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High Resolution Images and additional company facts and information are available online in the Slather Brand Foods website media area.
<http://www.SlatherItOn.com/about/media>