

Williamson House Sauce News Release

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Williamson House Lands Top International Food Award

Gains world-wide attention by winning a Scovie, the 'Oscar' in the food industry

CARY, NC — November 6, 2006 — Williamson House, producers of gourmet sauces and dry rubs, proudly announces that our **Williamson House RIB KIT** was selected as a winner in one of the world's most competitive gourmet food competitions. With over 700 specialty products from around the world competing for top honors, we are extremely proud to receive a *Scovie* under the 'Cook-It-Up Unique' division. The judging panel consisted of nationally-known food industry professionals, including executive chefs, restaurant owners, culinary instructors, food writers, and other food industry leaders. Previous winners have been featured on *Food Network*.

The Williamson House RIB KIT allows you to make flavorful ribs that are so tender they will fall off the bones. Included in the kit is a package of our own special blend of dry rub, a jar of our Traditional Red Sauce and easy-to-follow instructions for making the perfect restaurant-style ribs. The only other item you will need is a full rack of pork loin back ribs. You can watch the video on how to make them by visiting www.WilliamsonHouseSauce.com/RibKitVideo/.

The ribs can be fully prepared ahead of time in your oven and either kept in the refrigerator for a couple days or in the freezer for a couple months. When those unexpected guests stop by or the big game comes on, simply thaw, toss on the grill or oven broiler, brush with sauce and you will be eating delicious ribs within 30 minutes. They are perfect for tailgating.

"We have been working on this recipe for five years now", said Donald Williamson, president of Williamson House. "I have been on a mission to create tender, mouth-watering ribs like you get at your local upscale restaurant, but can easily be prepared at home with consistent results in your own kitchen. The dry rub is our own special blend of herbs and spices with a hint of chipotle pepper that gives the ribs

their flavor. The Traditional Red Sauce is a tomato-based sauce that adds the right amount of finger-licking sweetness. To me, that's the sign of a great rib. And they fully cook in your oven then finishes on your grill so they will consistently have the same flavor and tenderness every time you make them. The instructions are very detailed and easy to follow. Receiving this award confirms that we are successful in helping you make great ribs at home.”

Our product line is currently being offered in upscale and tourist destinations, including Biltmore Estates, Mast General Stores, Pierce Fruit & Produce at the Raleigh State Farmer's Market and other fine specialized retailers. The RIB KIT is also available to the Harris Teeter customers at the Kildaire Farm Road location in Cary, North Carolina with more stores to follow next year.

About Williamson House

Williamson House is a local family-owned and operated FDA-licensed company based out of Cary, North Carolina and has a passion for great barbecue. They are active members of the 'Goodness Grows in North Carolina' and 'North Carolina Specialty Foods Association' programs and are members of local area Chambers of Commerce.

We invite you to try them today or visit our web site for more information on our entire product line at www.WilliamsonHouseSauce.com.

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