

**BARHYTE SPECIALTY FOOD EXPANDS AS SAUCY MAMA,
PRIVATE LABEL DEMAND CLIMBS**

Company Adds Social Media Specialist, New Reps to Bring Coverage to 32 States

Pendleton, Ore. (June 15, 2010) - The Barhyte family is growing rapidly, thanks in part to the phenomenal success of the company's signature Saucy Mama line. The company's relatively new collection of gourmet marinades, mustards, dressings, wing sauces and cocktail condiments has been selling at record rates through specialty food stores, creating a need for additional sales representatives and in-house staff.

Barhyte has signed three new wholesale rep firms to promote its signature Saucy Mama collection to specialty food stores in their respective regions. B.J. Peters now will represent Barhyte lines to customers in Ohio, Kentucky and Pennsylvania; Zoub Enterprises will cover the Michigan and Indiana territories; and Susan & Co. will cover North Dakota, South Dakota, Minnesota and Wisconsin.

Susan Kempenaar, the name behind Susan & Co., started her company more than 20 years ago and has been in the Minneapolis Mart since day one. "I'm a real condiment freak – which all my friends know – so I had to jump when a friend of mine told me that I had to check out Barhyte," Kempenaar says. "Even with all the products that we offer, I have nothing that compares to Saucy Mama. Needless to say, I'm very excited about carrying this line."

The company's growing popularity in the online world also has prompted the addition of a new social media specialist. Colette Becker has joined the team to help Suzie "Saucy Mama" Barhyte deliver her recipes, anecdotes, and videos to her growing population of Facebook, Twitter and YouTube followers. She also will help oversee the many blogger-specific promotions slated to launch this summer.

For more information about Barhyte Specialty Foods, visit www.barhyte.com.

CONTACT: Kelly M. Mooney
This Just In PR & Marketing
503.722.4080
kelly@tji-inc.com

Follow Barhyte and Saucy Mama at:

- www.Barhyte.com
- www.SaucyMamaCafe.com
- www.FaceBook.com/SaucyMama
- www.Twitter.com/SaucyMamaCafe