

## “Buy Me!” In-Store Display Gets Saucy Mama Treatment

New POP Delivers High Margins, Social Media Connection and Proven Sell-Through

**Washington, DC** – NASFT Fancy Food Show Booth #3307 (July 5, 2011) – [Barhyte Specialty Foods](#) has announced the availability of its newest profit center for stores – a socially connected, engaging POP display that jumps out and grabs consumers to deliver immediately high margins and long-term loyalty.

Barhyte’s rack program – which includes everything from [Saucy Mama](#) and [Tailgate](#) marinades and wing sauces, to mustards, dressings and cocktail condiments, also has proven to be a solid cross-merchandising tool, as it fits in equally in meat departments and service delis as it does in the grocery or bread aisles.

The company’s new Saucy Mama and Tailgate five-shelf display racks each stand 67” tall and measure just 18.5” wide x 13” deep, yet are large enough to merchandise more than 80 condiments with margins as high as 35 percent.

“I really think Saucy Mama mustards and dressings are better than the many so-called leaders in the category,” says Bale’s Thriftway Grocery Manager David Best. “Their mustards are better than Grey Poupon. Their dressings are better than Brianna’s. And they offer great packaging.”

Barhyte’s new display rack program is packaged with some key value-added bonuses including:

- Generous demo allowances
- Easy to scan QR codes enabling customers to find recipes and other product information
- Multiple 4” x 6” glossy recipe cards with images to promote product usage
- Discounted wing, marinade and dressing prices with purchases of at least 35 cases
- Pallet freight pricing with 35+ case orders

The Tacoma Boys – a premium retailer in central Washington – recently brought in the new Saucy Mama display rack and already has been experiencing great results. The store buyer noted that “The shelf is kind of selling the sauces on its own. Even the recipe cards are disappearing at a rapid clip.”

For more information about Saucy Mama and Tailgate or other Barhyte brands, visit [www.Barhyte.com](http://www.Barhyte.com).



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