

Barhyte Specialty Foods Launches Summer of Suzie's Promotion

Teaming up with I Heart Media, Barhyte hopes to reach hundreds of new customers



Pendleton, Ore. (June 5, 2017) –[Barhyte Specialty Foods](#) is continuing to roll out the heat on marketing and promotion efforts for the company's signature, all-organic Suzie's Mustard line. The latest push involves radio advertising with mass media group, I Heart Media. Specifically, Barhyte has teamed up with the company for a three-week long summer promotion called Coast to Coast.

The contest will feature a daily winner each day for three weeks whom will win a gift pack from Barhyte and a trip to the Oregon Coast. Those daily winners will be entered to win the grand prize, which is a trip to New York City for the Nathan's Famous Annual Hot Dog Eating Contest.

What this means for Suzie's Mustard is frequent exposure around the Portland and Southern Washington market. The contest is mentioned several times a day by live on-air DJs, which feature "sponsored by Suzie's" messages each time.

Says company CEO Chris Barhyte, "We're in most local stores around the Portland area, so it's now easy to find Suzie's Organic Mustard. Now the challenge is having that brand be top of mind for our customers. The more familiar people are with something, the better they will feel about trying and rebuying. That's our goal with the big summer Suzie's push."

In addition to the Coast to Coast promotion, Barhyte is continuing with previous marketing efforts, such as advertising in local publications like Portland Monthly Magazine and 1859 Magazine. They have also hired a full-time sales rep to work on expanding the line into wholesale and restaurant accounts in the region.

Please email sales@barhyte.com for wholesale and restaurant pricing on the Suzie's Mustard line or visit Barhyte.com.

ABOUT BARHYTE SPECIALTY FOODS

Barhyte Specialty Foods, based out of Pendleton, Oregon, has roots dating back 200 years and 6,000 miles away in Germany, where Jacobus Barhyte first created a sweet-and-sour mustard that he brought to the US. Many generations later, Jan and Susan Barhyte began selling mustard from the original recipe, as well as other signature creations, through their Swift and Martin Station Deli. Thanks to overwhelming demand, the family launched their own manufacturing operation in 1977. Today, the company offers more than 65 award-winning mustards, marinades, sauces, and other condiments through the Barhyte Specialty Foods and the Saucy Mama brand, as well as through co-branded and private label relationships.

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