



FOR IMMEDIATE RELEASE:

Announcing a new line of Savory Pepper Jams from Earl's Gone Wild

Ventura, California – April 14, 2013 – At Earl's Gone Wild, we like to call our new line of pepper jams the "Earl Jam Collection." Founder Earle Rothwell says, "These new jams represent years of development, really. Finding a way to make them in large quantities without losing the homemade characteristics of look and taste took a lot of experimentation. We're very happy with the results!" Partner Lee Manning adds, "It was important to us to bring a product to market which was unique both in packaging and content. I'm confident that we have achieved that goal. We introduced the jams at the Fiery Foods Show in Albuquerque last month and sold out of the Habanero. It's just not something you can find anywhere else."

Now available in two flavors, a sweet and savory Jalapeno Jam and a spicy Habanero Jam (with a third flavor coming soon), the jams are ideally suited for several uses. Excellent as a dipping sauce, a meat glaze, or on the classic appetizer of cheese and crackers, they also make a great gift; especially as a unique contribution to the next party you attend! Hey, anyone can bring wine, right? (But bring wine too, by all means!)

Earl's Gone Wild products are handmade in small batches with only the finest and freshest locally sourced ingredients. Their products are manufactured in California and are bottled in USA manufactured glass bottles to be economically sustainable and environmentally friendly. No unnecessary ingredients such as thickeners or preservatives are used and the products contain no High Fructose Corn Syrup.

Earl's Gone Wild pepper jams are available in hefty 16oz jars. Earl's Gone Wild California Barbecue Sauce is available in 19oz bottles in original or spicy flavor. They are available at select Whole Foods Markets in the Southern California region as well as many up-scale grocery stores, gourmet and specialty retailers, BBQ supplies and accessories, natural and organic food retailers, food services, catalog houses or online at www.earlsgonewild.com.

For more information and recipes, or to purchase, contact: Earl's Gone Wild, www.earlsgonewild.com.
Email: info@earlsgonewild.com 877-791-4415.

The Earl's Gone Wild Mission (Why are we so cool?)

In the interest of supporting our domestic and local economy, Earl's Gone Wild makes every effort to buy only U.S. made supplies and services. While this is not always possible, we feel we've done a pretty good job of it. All of our apparel is 100% Made in America. Our food products are manufactured in California, and are even bottled in U.S. glass bottles.

Sure, it would be easier, and much cheaper, for us to buy imported goods. But at Earl's Gone Wild we value quality and sustainability over saving a buck. Call us crazy, but we feel that what comes around goes around. The lack of jobs in our beautiful country is proof enough for us to do the right thing.

Another cause close to our hearts is producing healthful food products. We've worked very hard to avoid adding any unnecessary ingredients to our products. Again, it would have been easier and cheaper to use High Fructose Corn Syrup instead of real sugar. We encourage you to read our labels. You won't find anything mysterious or difficult to pronounce. It comforts us, and we hope it comforts our customers.

We hope you appreciate our efforts as much as the quality of our products. Thank you for your thoughtful support!

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For store locations, visit www.EarlsGoneWild.com