



FOR IMMEDIATE RELEASE:

## **Earl's Gone Wild California Barbecue Sauce**

*Ventura, California – October 1, 2011* - Finally there is a true natural barbecue sauce, Earl's Gone Wild. Marketed as a California Barbecue Sauce, this natural sauce not only is healthy but it gives you an unexpected taste that is second to none. Earl's Gone Wild is handmade in small batches with only the finest and freshest locally sourced ingredients. The sauces 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 sauce contains no High Fructose Corn Syrup, only the finest quality sugar. Earl's unique blend of spices gives it a taste you will not find in any other sauce, organic or non-organic. It's ideally suited for all meats, poultry and seafood, as well as grilled tofu.

Earl's first entry in a blind taste competition last August garnered a 7<sup>th</sup> place out of 46 entries; and that was in the BBQ mecca of Texas. Founder Earl Rothwell says, "We've really been encouraged by the reactions from people who have tried the sauce. The feedback has been excellent and it's reassuring to know that there are people who recognize and value quality." Partner Lee Manning adds, "It's hard to believe we've put sauce in over 4,000 households in only our first year of business. And we're not done yet. We're looking forward to announcing some new products at the next Fiery Food Show in Albuquerque."

Earl's Gone Wild California Barbecue Sauce is available in 19oz bottles in original or spicy flavor. It is sold as individual bottles or a combination gift box. The sauces are currently being used by foodies and gourmets, caterers, BBQ lovers, and natural food lovers. They are available at select Whole Foods Markets in the Southern California region as well as many up-scale groceries, gourmet and specialty retailers, BBQ supplies and accessories, natural and organic food retailers, food services, catalog houses or online at [www.earlsgonewild.com](http://www.earlsgonewild.com).

For more information and recipes, or to purchase, contact: Earl's Gone Wild, [www.earlsgonewild.com](http://www.earlsgonewild.com). Email: [info@earlsgonewild.com](mailto: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 the sauces 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!

Contact Information: Lee Manning  
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For store locations, visit [www.EarlsGoneWild.com](http://www.EarlsGoneWild.com)

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