

## SAUCY MAMA KICKS OFF FOOTBALL SEASON WITH WINNING PROMOTION

*Tailgate Mustards, Marinades & Wing Sauces Inspire More than 700 Oregon State Fans to Compete for the Ultimate Tailgate Party*

Pendleton, Ore. (September 7, 2010) – As an avid football fan, Suzie “Saucy Mama” Barhyte knows the elation of a game-changing touchdown. Despite the fact that football season has only just begun, [Saucy Mama](#) and the entire Barhyte family already are celebrating the highest-scoring game played in its company history.

Last month, the company launched the [“Ultimate OSU Saucy Mama Tailgate Party”](#) with the hopes of securing 15 groups of tailgaters to participate in a recipe cook-off and video promotion. Instead, and within hours of taking the competition live, Barhyte Specialty Foods was inundated with more than 700 applications from Oregon State fans looking for their chance to win the company’s sponsored tailgate experience.



“I’ve always known that Beavers had the greatest football fans, but even I was not prepared for the onslaught of applications we received from our Ultimate Tailgate event,” says Suzie Barhyte. “After we recovered from our initial shock, we rallied and created a way to keep all of the applicants involved in our contest.”

The first 25 applicants to enter the Barhyte contest received a sample [Tailgate pack featuring Saucy Mama and Tailgate brand products including wing sauces, blue cheese dipping sauce, and Tailgate mustards](#). Those competitors have between now and October 8, 2010 to showcase their game-day traditions and football spirit by creating a clever and attention-grabbing recipe and video. Those videos and creations will be then pitted against one another in an online voting competition, with the grand prize winner receiving:

- Four club-level tickets to the Oregon State/Oregon Civil War (December 4, 2010)
- A football autographed by OSU football players
- OSU Beaver fan gear including t-shirts, hats and more
- [A Lil’ Tex Elite Traeger Grill](#)
- \$500 Fred Meyer Gift Card
- An Ultimate Tailgate Party, hosted by Barhyte Specialty Foods
- Attendance at the Party by Oregon State University cheerleaders
- And of course, a huge Barhyte Specialty Foods Gift Basket

A second **OSU Saucy Mama “Redshirt”** competition, created for all other applicants, will award four club-level tickets to the Oregon State/Oregon game and a Barhyte gift basket to the contestant whose original video creation generates the most comments on YouTube before October 8, 2010.

For more information about Barhyte Specialty Foods, visit [www.barhyte.com](http://www.barhyte.com)

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