

Barhyte Launches No-Minimum Name Drop Program

Name Drop Allows Retailers to Affordably Brand Gourmet Mustards, Marinades & Dressings

Pendleton, OR (May 31, 2012) – [Barhyte Specialty Foods](#) isn't one to usually drop names, but the gourmet food manufacturer is willing to make an exception with the launch of its new [Name Drop program](#). Name Drop gives wineries, specialty/gift stores, gourmet markets, corporate promotions, deli's, and farm stands the opportunity to create self-branded, award-winning mustards, marinades, salad dressings and other condiments chosen from the Barhyte Specialty Foods lineup.

“Large or small retailers are ideal candidates for custom labeling with no minimums,” explains Barhyte Specialty Stores Sales Manager Natalie Williams. “Specialty store customers thrill in the hunt – in discovering unique, high-quality goods. With the new Barhyte Name Drop program, the modest-volume clients can add custom-branded treats to their shelves.”

The company has created a series of template-ready labels – ranging from whimsical or classical to funky and fun – all of which can be printed with the retailer's name or logo. Nearly every gourmet food creation in Barhyte's Saucy Mama lineup, as well as other items from the company's sub-brands, can be customized for customer's Name Drop orders. Barhyte offers any interested retailer a free mock-up design, so buyers can envision the look and feel of their custom-branded items.

For more information or to request a mock-up, visit Barhyte Specialty Foods at www.Barhyte.com or contact Natalie Williams at nataliew@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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