

BARHYTE SPECIALTY FOODS RE-LAUNCHES VINTAGE HAUS BARHYTE BRAND

Company's Namesake Brand Makes a Comeback with Label Facelift and New Flavors



Pendleton, Ore. (Jan. 17, 2013) – After almost a yearlong hiatus, [Barhyte Specialty Foods](#), creators of signature gourmet condiment brand, [Saucy Mama](#), have re-launched their original, name-claiming line of Haus Barhyte Mustards.

With a fresh new label design featuring gold writing and unique colors for each flavor profile, these mustards demand attention on the store shelf and are the epitome of high quality, gourmet condiments.

Haus Barhyte was the original namesake brand for Barhyte Specialty Foods and was popular among retailers and consumers alike. However, as the company grew and began to focus on the addition of other brands- including Saucy Mama and Willamette Valley- Haus Barhyte became less of a spotlight and was not actively promoted.

After discontinuing the brand, “We received many calls from our end consumers asking about where their favorite mustards had gone. When some of our loyal retailers began asking about the brand too, we realized that the label really was a classic, and we still had a strong following,” said company CEO, Chris Barhyte.

Now Barhyte Specialty Foods is proud to unveil the Haus Barhyte brand's new look, along with the same timeless flavors that customers have come to love, including Jalapeno Gold, Sweet Hot Stone Ground and Sweet 'N Sour. Additionally, Haus Barhyte has also presented three new flavor profiles.

Smoky Garlic Onion Mustard offers a touch of sweet onions and works well in a barbeque sauce or as a spread. The company's Spicy Red Jalapeno Mustard is fabulous with cheese or added to an omelet, and it differs from the Jalapeno Gold with the addition of red peppers and cilantro. Whole Grain Garlic Mustard, made with mustard seeds soaked in red wine vinegar and fresh garlic, is a classic that tastes perfect as a sandwich spread.

For more information about Barhyte Specialty Foods and its award-winning gourmet mustards, marinades, wing sauces and condiments, visit www.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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