

Barhyte Specialty Foods Launches Taste Domination Wing Sauce Line

Five Flavors Under the New Brand Hope to Capture the Hearts –and Taste buds– of People Everywhere

Pendleton, Ore. (June 24, 2016)- Barhyte Specialty Foods is ready to dominate the nation with the launch of a new brand: Taste Domination Wing Sauces. Featuring five new flavors, the line is meant to complement Americans' obsession with chicken wings-- [it was predicted](#) that Americans would eat 1.3 billion chicken wings during the week of Super Bowl 50! But the sauces are much more versatile than the name suggests, pairing well with all types of meat, seafood and even vegetables. Taste Domination Wing Sauces will debut at the 2016 Summer Fancy Food Show in New York, in booth number 1856.



Barhyte hired a local designer to create different label options for the new brand. Inspired by the look and feel of labels in Oregon's booming craft distillery industry, the wing sauce label feels high-end, crisp and clean. Says company CEO, Chris Barhyte, of the Taste Domination brand, "We want people to look at the label and think 'small batch, handcrafted, and artisanal', kind of like an upscale whiskey". The label is both simple, yet powerful, as a name like "Taste Domination" provokes.

Inspired partially by the unique flavors of the Pacific Northwest, the brand will initially include five sauces in varying degrees of spiciness, which is displayed on each label's "heat bar". The spiciest flavor, which also features sweet notes, is the Scotch Bonnet Pepper and Blackberry Wing Sauce, followed by the Hatch Pepper Wing Sauce. With mid-level heat is the brand's Pepper and Garlic Wing Sauce followed by Sweet Chili-Yaki Wing Sauce. On the mild end of the spectrum is a classic Honey BBQ Wing Sauce.

Barhyte Specialty Foods will begin selling Taste Domination Wing Sauces in the summer of 2016 online at Barhyte.com for six dollars a bottle. They also plan to get the line into both large and small grocery stores across the United States.

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 Suzie Barhyte began selling mustard from the original recipe, as well as other signature creations, through their Swift and Martin Station Deli in Pendleton. Thanks to overwhelming demand, the family launched their own manufacturing operation in 1977. Today, the company offers more than 65 award-winning mustards, marinades, salad dressings and other condiments through multiple premium brands, such as the signature Saucy Mama name, as well as through co-branded and private label relationships.

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