

## **Barhyte Specialty Foods Accepted into Walmart Marketplace**

The Online Platform joins Amazon, eBay and Barhyte's Own Website as Another e-Commerce Opportunity

Pendleton, Ore. (January 16, 2017)- The new year has brought new possibilities for Barhyte Specialty Foods. The company has been accepted as a seller on the online platform Walmart Marketplace.

As e-commerce sales continue to grow, Barhyte Specialty Foods is looking for additional ways to expand its online availability. The Walmart Marketplace requires companies to qualify by filling out a comprehensive online application. Walmart reviews and selects companies based on reputation, sales projections and alignment with Walmart's values. Barhyte Specialty Foods' selection for the program occurred in early January.



Walmart Marketplace is the latest addition in Barhyte's e-commerce platform arsenal, which includes the company's own website (Barhyte.com), Amazon.com and Ebay.com. Says company CEO, Chris Barhyte, "With more and more consumers making purchases online, we want our products to be easily available- both to consumers who know about our items and to potential new ones who may stumble upon us. People are used to shopping on sites like Amazon and Ebay, as they are generally well trusted and easy to use, so hopefully they'll give us a try."

Consumers can purchase cases of Barhyte Specialty Foods' products, like the company's signature Saucy Mama branded mustards and marinades, on Amazon.com, but eBay and Barhyte's own website also offer people the chance to purchase just a single jar (MSRP about \$5-6 per unit) so that they can try it. Barhyte is in the beginning stages of setup on Walmart Marketplace.

For more information about Barhyte Specialty Foods' product offerings, visit the company website.

### **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.

CONTACT: Colette Harris, Marketing & PR Manager  
Barhyte Specialty Foods  
800-407-9241 / [www.barhyte.com](http://www.barhyte.com)  
[Colette@barhyte.com](mailto:Colette@barhyte.com)