



FOR IMMEDIATE RELEASE | January 27, 2012 | Contact: Frank D. Pyszkowski | 804-359-5786 |
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THE C.F. SAUER COMPANY UNVEILS NEW PACKAGING GRAPHICS FOR GRILLING MARINADE MIXES

Introducing New Colorful Packaging with Nutritional Call Outs

Richmond, VA. – Sauer's® unveils a new look to their Grilling Marinade Mixes with new bold and colorful packaging graphics.

Each of the five Sauer's Grilling Marinade Mixes are 100% natural and contain zero grams of trans fat and no MSG. With grilling being so popular and consumer desire for easy, great tasting, and affordable meal options, Sauer's Grilling Marinade Mixes provide the perfect solution. Varieties include Meat, Mesquite, Zesty Herb, Peppercorn & Garlic, and Chipotle Pepper.



The single use packets provide simple instructions with optional variations that liven up dull meals by adding bold, zesty flavors to a variety of meats and vegetables. "The graphics makeover makes the line more eye catching within the segment," says Frank Pyszkowski, Senior Vice President of Sales and Marketing. "Simple to use and now even easier to find, our Grilling Marinade Mixes make grilling quick and easy to meet our customer's grilling needs."

Generations of Spice Expertise

A lot has changed since Sauer's beginning in 1887, their commitment to exceptional quality has not. The refreshed packaging now features a burst of color to portray each flavor and calls out the nutritional information right on the front of the package for easy consumer understanding. Available in five appealing bold and zesty flavors Sauer's Grilling Marinade Mixes infuse flavor in less than 20 minutes.

The suggested retail price for Sauer's Grilling Marinade Mixes is \$1.25. The product line is available at select retailers and online at www.cfsauer.com.

About The C.F. Sauer Company

Founded in 1887 by 21-year-old Conrad Frederick Sauer, The C.F. Sauer Company produces quality flavorings, spices, sauces and condiments, including Sauer's® line of herbs, spices, mixes, flavorings and extracts, Duke's® Mayonnaise, BAMA® Mayonnaise, and The Spice Hunter® gourmet spices, blends and all natural instant soups. The company is still owned and lead by members of the Sauer family. For more information, visit www.cfsauer.com.

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