



## **NEWS RELEASE FOR IMMEDIATE RELEASE**

### **Maid-Rite Launches New Smokin' Good BBQ Menu**

Maid-Rite famous for their one and only fresh ground beef loose meat sandwiches is branching out into the incredibly popular smoked barbeque arena.

The Maid-Rite Corporation is proud to announce that they have launched an authentic Memphis Style Smoked BBQ to their menu line up at the Jordan Creek Maid-Rite in West Des Moines, Iowa. The public is receiving the new "Smokin' Good BBQ" very well at the Jordan Creek Maid-Rite, which is the first test unit offering this menu. Bradley Burt, President & CEO of Maid-Rite Corporation stated that, "the new Smokin' Good BBQ will be launched in new Maid-Rite franchise restaurants being developed all over the United States. Authentic barbeque is highly in demand and Maid-Rite's Smokin' Good BBQ is another delicious offering for our loyal Maid-Rite customers to enjoy."

Rev. Phil Dicks, a regular customer at the Jordan Creek Maid-Rite, who usually orders the classic Maid-Rite loose meat sandwich, along with a delicious Peach Smoothie, was quite impressed with the authenticity of the Smokin' Good BBQ and commented on how Maid-Rite "got it right the first time out of the shoot". The Rev. Phil Dicks with the Jordan Creek Church, also judges smoked barbeque in high stake competitions in Kansas City. Rev. Dicks stated "It's all about the meat and this is the real thing folks."

The Pitmasters, Rick Tavegia of the Jordan Creek Maid-Rite and George Iskandar, Managing Director of Operations and Training at the Maid-Rite Corporation were trained by Tom Crow, Owner of the highly successful Red Zone BBQ company out of Omaha. Mr. Crow learned the authentic smoking process in Memphis from award winning smoking barbeque masters. The process uses the finest beef briskets, pork butts and turkey breasts that are hand treated with the finest ingredients. From the hand-made dry rubs to slowly marinating, the meats are then slow smoked on site at the Jordan Creek Maid-Rite.

The Maid-Rite Corporation will offer this Smokin' Good BBQ license to all of their existing franchisees in the ten states that they are currently located in. They also plan to roll this out to all new Maid-Rite franchisees that come on board nationwide.

At Maid-Rite the smells are always free and now with the new hickory smoked meats added to the line-up, the smells are even harder to resist.

For additional information or for logos and pictures, please contact:

Tania M. Burt  
Executive Vice President  
Maid-Rite Corporation  
2951 86<sup>th</sup> Street  
Des Moines, IA 50322  
515-276-5448  
[tburt@maid-rite.com](mailto:tburt@maid-rite.com)  
Website: [www.maid-rite.com](http://www.maid-rite.com)