

[INSERT COMPANY] WINS [# OF AWARDS OR DESCRIPTION IF SINGLE AWARD] AT WORLD'S MOST COMPETITIVE FIERY FOODS CONTEST

2016 Scovie Awards Honors Best Spicy & Savory Food Products

For Immediate Release – October [DATE], 2015

Contact: [Name], [Company] | [Phone & Email]

[Insert City, State] – The 2016 Scovie Awards judging panel of top culinary experts honored [insert business] with a [placed award] in the [enter category] [sub-category] for their [enter product]. Their winning product was applauded because of [insert info on winnings, quotes from judges].

[Insert company] is located at [insert address] and products can be purchased online at [website]. They offer: [insert product line].

Competition for the 2016 Scovie Awards was tougher than ever, with new twist. Garden Fresh Salsa, the all-time top Scovie Award winner, did not compete because they were purchased by Campbell Soup for \$250 million. They got their start at the National Fiery Foods & Barbecue Show and the Scovie Awards more than fifteen years ago.

Dave DeWitt, founder of the Scovie Awards and the National Fiery Foods and Barbecue Show, said there were 126 total companies entering, with 96 winning at least one award. There were entries from 30 states and 8 countries: the United States, United Kingdom, Canada, Germany, Sweden, Austria, New Zealand, and Australia.

“Companies from all over the world continue to recognize the Scovie Awards as the most competitive and challenging

blind taste-tested event in the world,” DeWitt said. “I’m thrilled that participation in the awards continues to increase year after year.”

Guests can sample and buy Scovie Award-winning products at the upcoming National Fiery Foods & Barbecue Show (March 4-6, 2016) at Sandia Resort and Casino in Albuquerque, New Mexico. Buyers from across the country will be in attendance. For more information please visit: www.FieryFoodsShow.com.

About

The Scovie Awards is an annual competition created by Dave DeWitt that recognizes the top fiery foods products in the world. The awards were named after the Scoville Scale, a measurement of the spicy heat of a chile pepper. It is one of the most competitive blind tasted food competitions. Hundreds of products are entered and go through rigorous tastings to receive the top honors. For more information, visit www.ScovieAwards.com.

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