

AMERICA'S GROCERS LOVE SOUTHERN PRIDE WOOD BURNING BBQ PITS & SMOKERS

WE KNOW BECAUSE WE ASKED THEM

REMARKABLE PROFITS

"I believe in volume because you can never take the percentages to the bank, you take the dollar to the bank. It probably took about six months for my Southern Pride to pay for itself."

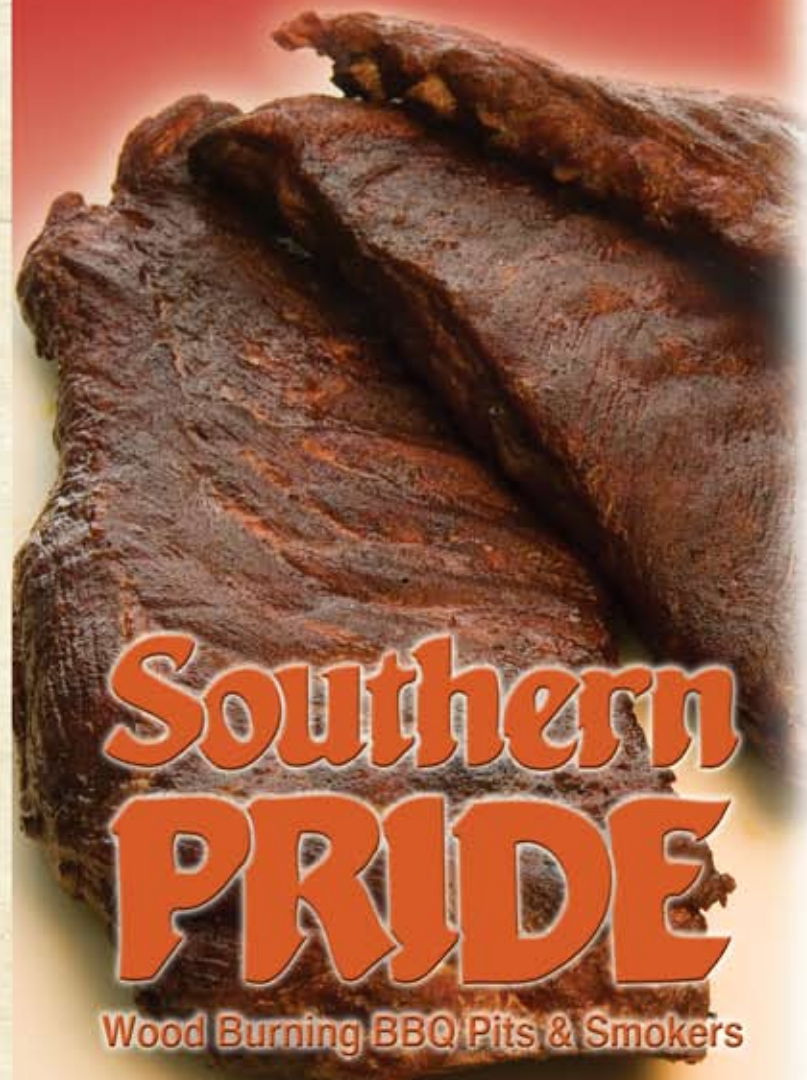
- Gary Huffman, Festival Foods
North Kansas City, MO

"I'm totally pleased! But I'm somewhat surprised by the volume that it added to us in the first year that we had it. Straight dollars in sales and what credibility it gave to our hot food category! It certainly paid for itself in less than one year. Tell me another piece of equipment that I've ever purchased that paid for itself in a year's time!"

- Steve Cleveland, Ridgway Bi-Lo Foods
Ridgway, PA

"Our Southern Pride rep suggested a smoker trial. We set up a demo oven in front of the store and smoked slabs of ribs and beef briskets for sandwiches. From Friday through noon Sunday, we sold \$6,000 in BBQ. We purchased our first Southern Pride immediately. It was amazing! That first smoker paid for itself in just 11 weeks and our BBQ business was off and running."

- Sam Archer, McKeever's Price Choppers
Kansas City, MO



Southern PRIDE

Wood Burning BBQ Pits & Smokers

SOUTHERN PRIDE

PROUDLY HELPING AMERICA'S GROCERS

Today's Grocers are hard-working, independent business people that ask a lot from their equipment in an ever-changing marketplace. So, we thought we'd ask a few of them what they think about their Southern Pride Ovens.



MOBILE SPK-500

EXTRAORDINARILY EASY...

"When we were looking to buy smokers, one of the things that was top of the list was the user-friendliness of it. We didn't want anything we had to do extensive training with our associates on. The turnover in our department is pretty extensive. So we had to have something that anybody could come in and be able to operate. Southern Pride is very easy to operate. They're pretty much A-B-C."

- Darci Strait, Homeland Food Stores
Oklahoma City, OK

"With Southern Pride, I don't have to hire a \$15 person to run the thing. I can give instructions on what to do and it's pretty easy to follow up and take the food off because you know when it's done."

- Gary Huffman, Festival Foods
North Kansas City, MO

MAGNIFICENT MEALS...

"The ribs are our number one item, the second item being the smoked brisket. We do very well with that. We do whole smoked chickens. We do chicken link quarters. We do some hot links and that type of thing. But the ribs, the brisket and the whole chickens are the driving items in the category."

- Darci Strait, Homeland Food Stores
Oklahoma City, OK

"One of our best promotions is 'Full Slab Fridays', a program developed for all KC Metro area Price Choppers, when we discount our slab price. We sell 800 to 1,000 slabs of ribs per week with the flavor profile of Southern Pride Premium Blend Seasoning. The Southern Pride smoker gives us a tender fall-off-the-bone rib that doesn't need to be slathered in BBQ sauce."

- Sam Archer, McKeever's Price Choppers
Kansas City, MO

"The most popular thing is the pulled pork. That would probably rank as my number one. Jumping behind that would be the St. Louis baby back ribs. And then we go into the chickens, either wholes or halves."

- Steve Cleveland, Ridgway Bi-Lo Foods
Ridgway, PA

A FEW MORE SOUTHERN PRIDE SMOKIN' SUCCESS STORIES...

Associated Grocers
Associated Wholesale Grocers
Berkshire Super Markets
Hy-Vee Supermarkets
United Super Markets
Whole Foods



CONTENTED CUSTOMERS...

"My customers always say: 'Love it!' 'Tastes great! I tell my family and friends about it.' and 'Good barbecue here!'"

- David Gryszowka, Ball Food Stores
Kansas City, MO

"A great thing for the store is that the BBQ sales did not replace deli sales but gave us incremental additional revenue. We are always concerned about how our customers perceive the value of our products. With the Southern Pride smoked meat, they perceive that the ribs are comparable to any BBQ restaurant in KC, without the hassle and at a considerable cost savings over restaurant prices."

- Sam Archer, McKeever's Price Choppers
Kansas City, MO

AMAZING FLEXIBILITY...

"When we originally purchased them, we hadn't thought anything about doing vegetables in them. [But now,] we do baked potatoes. We do corn on the cob. So yeah, we've ended up utilizing them... for more than what we initially had planned on doing."

- Darci Strait, Homeland Food Stores
Oklahoma City, OK

"Smoked salmon has been very popular with the Southern Pride oven."

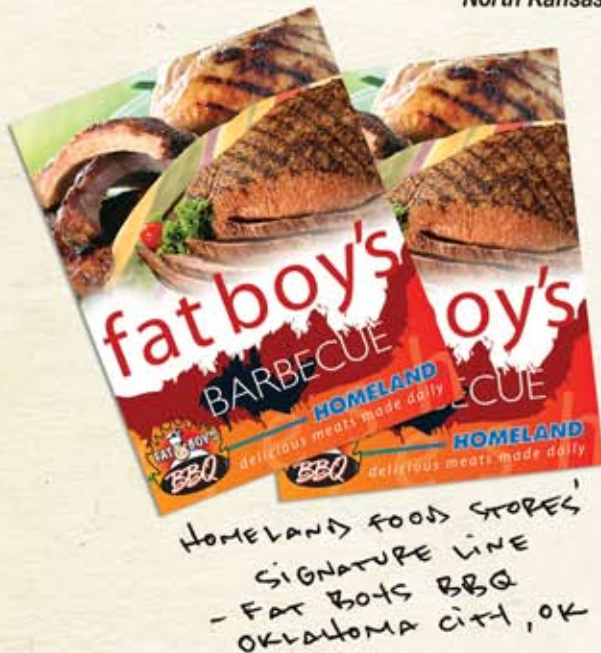
- David Grysowka, Ball Food Stores
Kansas City, MO

"We've done so much with it. We'll cook prime rib, sweet corn, and the potatoes right on site."

- Steve Cleveland, Ridgway Bi-Lo Foods
Ridgway, PA

"I smoke meats for various purposes: everyday sales, I have a hot bar and catering. I do beef, I do pork, and I do chicken."

- Gary Huffman, Festival Foods
North Kansas City, MO



GARY HUFFMAN
- FESTIVAL FOODS
NORTH KANSAS CITY, MO

THEY KNOW WHAT TODAY'S GROCER NEEDS...

"They have very good technical support. We had a couple of smokers that had been damaged in shipping - it wasn't anything on Southern Pride's part. We got the technical support people on the line, and they took care of our problem quickly. They had to overnight a part. They did exactly what they told me they would do. We had the ovens up and running in less than 24 hours. So that always means a lot, too, when you know you're not going to have any service issues."

- Darci Strait, Homeland Food Stores
Oklahoma City, OK

"This piece of equipment is approved by the state inspectors and by the federal inspectors. You're getting a top quality, smoked product in a proven piece of equipment you can confidently put your name on."

- Steve Cleveland, Ridgway Bi-Lo Foods
Ridgway, PA

UNEXPECTED RESULTS...

We've taken our whole smoker program and private labeled it. We've given it a name and logo, and it has been very well received."

- Darci Strait, Homeland Food Stores,
Oklahoma City, OK

"When they made the presentation to me, I was like, 'That's perfect!' This is something that's not in our area. So we're not trying to do what someone else is already doing."

- Steve Cleveland, Ridgway Bi-Lo Foods,
Ridgway, PA

"I use it as an overnight oven for cooking a 60 pound beef roast. They're called a 'steamship round.' I don't necessarily smoke it, but I can use it as an oven and a holding unit. And that's something I didn't really expect I could do with Southern Pride. It can hold a large volume piece of meat."

- Gary Huffman, Festival Foods
North Kansas City, MO





SMOKE CHEF / SC 200

STAND OUT FROM THE COMPETITION

"You're out there doing chickens. Whole chickens and rotisserie chickens, and stuff like that and so is your competition. Southern Pride allows you to differentiate yourself with a niche without being labor intensive. It takes care of itself and puts you directly in a category that's probably not available in your town."

- Steve Cleveland, Ridgway Bi-Lo Foods
Ridgway, PA

"My customers think the Southern Pride products are better than my competition's, and I know that because they buy them. We have customers that come back every day and shop with us!"

- Gary Huffman, Festival Foods
North Kansas City, MO

WHY SOUTHERN PRIDE

"The particular smoker that we purchased has a small footprint. It's easy to find a home for it without taking up a whole lot of space in the department. But the usability of it would probably be the main reason I would recommend Southern Pride. I mean it is an outstanding machine."

- Darci Strait, Homeland Food Stores
Oklahoma City, OK

"I would recommend the Southern Pride oven because of the way it's manufactured. The durability, the materials that they use in the oven, they've got staying power."

- David Gryszowka, Ball Food Stores
Kansas City, MO

"I wouldn't just recommend Southern Pride's products, but their training and their people. They stand behind their products. If you need something, like research, they do that. They're just a well-rounded team, from their sales people to their technicians and to their innovations."

- Gary Huffman, Festival Foods
North Kansas City, MO

Southern PRIDE

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