

For Immediate Release

2010 SCOVIE AWARDS RECOGNIZES ST. LOUIS AREA COMPANY FOR PRODUCT EXCELLENCE

(November 19, 2009) When the results of the 2010 Scovie Awards, the world's leading recognition for hot and spicy products, were announced, Don Self of A Couple o' Jerks was excited to get the call from the competition organizers. The Labadie based company which manufactures premium beef jerky, has received top honors in the 2010 Scovie Award(s). **A Couple o' Jerks' Original Spicy beef jerky(one of 2 varieties available at local Schnucks stores) won first place in the packaged jerky category**

In the industry's most rigorous blind tastings, a panel of the country's top culinary experts sampled over 600 of the world's most lauded gourmet foods, and the top scoring products each won a coveted Scovie banner. The Scovie Awards were created by Dave DeWitt, the nation's leading author on fiery cuisine and founder of the National Fiery Foods & Barbecue Show. The awards are named for Wilbur Scoville who pioneered a rating scale for spicy foods. The Scovie Awards have become the industry standard for excellence in more than 60 categories of fiery foods.

"This year's entrants really represented the cream of the crop in fiery foods products," notes Dave DeWitt, dubbed by *The New York Times* as the "Pope of Peppers." "Our 2010 winners represent some of the largest companies in the industry, such as Pace Foods, Buffalo Wild Wings, and Garden Fresh Salsa, as well as start-up companies just getting off the ground. The common factor is their commitment to excellence and the real quality of the products they produce."

DeWitt was also pleased with the geographic diversity of the winners. "This year, our winners represent companies from 32 different states and countries and provinces as diverse as Panama, Australia, Japan, Antigua and Canada," lauds DeWitt. "Scovie winners truly exemplify the diversity and quality of this industry."

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