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FOR IMMEDIATE RELEASE

Blazers Specialty Foods Creates a Bold New Look for Line of Classic Dips

GREENWOOD, S.C. (April 30, 2008) – Blazers Specialty Foods has launched a fresh new look for its line of shrimp and pimento cheese dips. The product line will feature a new label and packaging but the classic taste will remain unchanged.

The bold new label incorporates a classic red and black color scheme. The overall design reflects the quality of the product and helps it to stand out in a retail environment, according to Debbie Tackett, owner of Blazers Specialty Foods. The new easier to open containers are in response to customer requests.

“I am thrilled with the results and will be working hard to introduce our new look to our loyal customers. I am confident that the new design and easy open containers will increase customer satisfaction,” said Tackett. “What will not change is the classic taste of our premium dips.”

The Blazers product line includes the original shrimp dip, jalapeño shrimp dip, pimento cheese dip and jalapeño pimento cheese dip.

Blazers products are available in Bi-Lo and Piggly Wiggly grocery stores across the Southeast. Tackett plans to expand distribution channels in 2008 and will also make the dips available for purchase online.

About Blazers Specialty Foods

Blazers Specialty Foods was founded in 2000. The product line’s roots go back to the Blazers Restaurant in Greenwood, S.C., owned by Norma and Jimmy Britt. Customers were served a complimentary bowl of the shrimp dip and it became so popular over the years that many customers would ask to purchase the product to serve at home. As the demand grew, Debbie Tackett, the Britt’s daughter, recognized a valuable business opportunity and launched Blazers Specialty Foods. While the Britts have retired from the restaurant business, the family tradition continues in the quality products Blazers continues to serve its customers.

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