



PRESS RELEASE

Woody's Bar-B-Q® Expects Red Hot Results From Summer Limited Time Offer Promotion

*Authentic Southern Barbecue Chain Debuts New Brisket "Burnt Ends" Sandwich and Dinner
June 26 Through August 15, 2017*

Jacksonville, Florida, June 22, 2017 – Ask any barbecue aficionado and they'll tell you: the mark of truly great barbecue can be found in flawlessly rendered char and pink smoke ring. Florida-based barbecue franchise – Woody's Bar-B-Q® – is heating up its smokers in preparation for a new limited time offer campaign that will undoubtedly showcase the chain's talents as masters of their craft. With the debut of the "Burnt Ends" promotion – launching at all 27 franchise locations on June 26, 2017 – Woody's Bar-B-Q will serve up the most flavorful part of its perfectly prepared beef brisket. Premiering in both sandwich and dinner form, the "Burnt Ends" are the result of hours in the smoker to achieve just the right amount of char at the edge of a pink smoke ring that has been a signature of the authentic Southern barbecue chain since its launch in Jacksonville in 1980. The promotion – which runs through August 15, 2017 – will feature:



The "Burnt Ends" Sandwich: More than a 1/3 lb. of cubed ends from Woody's delicious, slow-smoked Beef Brisket are served between two slices of Texas Toast, slathered in garlic butter and topped with Woody's Signature Sweet Barbecue Sauce. This flavorful sandwich comes with the choice of one of Woody's comfort food sides such as sweet potato fries, creamy cole slaw, potato salad or bar-b-q beans – among others.



The "Burnt Ends" Dinner: A heaping 1/2 lb. helping of cubed ends from Woody's delicious, slow-smoked Beef Brisket are at the heart of this dinner, which is drizzled with Woody's Signature Sweet Barbecue Sauce and served with a slice of Texas Toast and choice of two Woody's comfort food sides such as onion rings, baked potato, mashed potatoes and gravy, fried corn on the cob and more.

"We're excited to debut our newest limited time offer and are expecting terrific results based on our early research and test market," said Stuart Davis, Director of Marketing for Woody's Bar-B-Q. "Showcasing a blend of savory brisket paired with sweet barbecue sauce, patrons can expect a taste sensation with both our 'Burnt Ends' sandwich and dinner – a meal so good, they won't want it to end!"

To learn more about Woody's Bar-B-Q, find the nearest location and view the full menu, interested parties are invited to visit www.woodys.com.

About Woody's Bar-B-Q®: After opening their first Woody's Bar-B-Q in 1980, partners Woody Mills and Yolanda Mills-Mawman have spent the past three decades setting the "bar" higher for great Southern Bar-B-Q. From the humble beginnings of just one location in Jacksonville, Florida, a shared passion for Bar-B-Q, and a dog-eared collection of recipes, Mills and Mawman have grown the Woody's Bar-B-Q brand to locations reaching from the Deep South where Bar-B-Q is king to the Northeast and Western fronts. Perhaps best known for their legendary melt-in-your-mouth slow-smoked Signature Baby Back Ribs, Woody's has also built quite a following among patrons with their secret recipe Bar-B-Q sauces and meats, as well as their freshly prepared comfort food-inspired side dishes. Individuals who wish to learn more about becoming a Woody's Bar-B-Q franchisee are encouraged to visit <http://www.woodys.com/franchise/>.

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