

For Release 8 a.m. CST
March 19, 2012

Killer Hogs Take Top Prize at National BBQ Contest

TUPLEO, MS — March 19, 2012 — It was a great weekend for the Killer Hogs BBQ team. The 13-year competition bbq veterans took home Grand Champion at the Don't Be Cruel BBQ Duel in Tupelo, Ms.

This wasn't a typical BBQ contest; it was the largest in the history of the state. And with almost 90 teams competing and TLC's reality show *BBQ Pitmasters* filming its first episode of the new season - this battle of chicken, ribs, pork and brisket gained national attention.

"This is a big win for any BBQ team. We went against the best of the best today and won. We're still on cloud 9!" said head cook Malcom Reed.

Alongside his brother, Waylon Reed, Malcom competes in over a dozen contests each year. When asked what the secret to his big win is, Reed replied, "Our flavors are the reason we took home the top prize today."

Reed gives the credit to his dry rub. "Our rub is different than any other out there. And this win is proof that The BBQ Rub is real deal." Malcom tells the story of how The BBQ Rub was created. "This isn't some old recipe passed down to me. It took years of trial and error on the competition bbq circuit to develop. This rub was forged in fire."

And the Killer Hogs are just as proud of their rub as they are of their big win. "This was the perfect way to start our BBQ season. We're going to keep this momentum going and keep cooking" said Reed.

The BBQ Rub can be purchased online at the Killer Hogs' website www.killerhogs.com. Malcom also shares his competition BBQ secrets on his website, www.howtobbqright.com as well as sending out a weekly newsletter dedicated to smoking and grilling.

"For us, it's not just BBQ. It's a lifestyle."

#####