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## UNCLE CHARLEY'S INTRODUCES "GRILLERS' FOR SUMMER COOKOUTS

Vandergrift, PA, April, 2001 -- Uncle Charley's Sausage Company knows that consumers in Western Pennsylvania love to cook out. That's why the Western Pennsylvania-based manufacturer of fresh pork products created "Griller Links," for those who enjoy cooking out for picnics and summer parties.

In the past few months the company created a new product called a "Flat Griller," a 4 oz. Patty that is selling very well. These items will add to the consumers' choice.

Uncle Charley's Grillers are available in flavors such as Country, Sweet Italian, Hot Italian, Extra Hot Italian, Hot Italian with Peppers and Onions, Bratwurst and Fresh Kielbasa.

Playing key roles in the distinctive taste of Uncle Charley's sausage products are the use of natural casings, a unique blend of quality spices and the use of lower fat pork. Uncle Charley's pork, purchased from quality suppliers who meet Uncle Charley's strict specifications, are on average 80 percent lean, which exceeds USDA standards for leanness by 35 to 45 percent.

Adding to the freshness which Uncle Charley's customers have come to expect is the packaging of the products in tray packs with an over wrap and the eye-catching red, yellow and green labels that they apply. The company also executes an unusual twice-daily equipment cleanup to meet their stringent quality assurance standards. All these efforts combine to enhance taste, eye appeal and shelf life, while offering cost-savings and convenience. As each production run is palletized and cooled, Uncle Charley's trucks stand ready for early-morning delivery to customers.

In a recent taste test conducted by an independent research firm, Uncle Charley's sausage was judged FIRST overall by consumer groups in taste and product quality attributes when compared to other local and national brands of sausage. The consumers scored Uncle Charley's number one in taste, color, freshness and low fat content.

Uncle Charley's Sausage Company, a privately held corporation located in Vandergrift, PA, was founded in 1988 by Charles S. Armitage, President and the distinctive voice of "Uncle Charley" in the company's radio and television advertising. The company has grown from a garage-sized production facility with a few employees to Western Pennsylvania's premier producer of fresh sausages. The company is committed to providing customers fast, reliable service and consistently superior products.

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