



Southeastern Food Processors Association

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FOR IMMEDIATE RELEASE

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“Buy The South’s Best Foods Month” to launch in May

**More than 107 million money saving
food coupons coming to consumers
in eight states in May**

(Montgomery, AL) – Consumers in eight states in the southeast will celebrate great Southern food brands and the jobs they represent during the month of May. The Southeastern Food Processors Association (SFPA) will launch the organization’s second “Buy The South’s Best Foods Month”. The campaign will distribute more than 107 million money-saving discount coupons from some of the region’s best-loved food brand products.

“More than 5.3 million jobs are tied to agriculture, food manufacturing and supermarket retailers in eight southeastern states,” explained SFPA President Tom Densmore. “By purchasing Southern food products, consumers have a delicious way to support those jobs and celebrate the start of the summer season by saving money with our discount coupons.”

The multi-faceted campaign includes the distribution of 107 million coupons in 21 million newspapers during the weeks of May 9th and May 23rd in North and South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee and Kentucky. Consumers should look for the “Buy The South’s Best Foods” advertisement in the *SmartSource* Magazine[®] supplement in their local newspaper.

Additionally, a nationwide “The South’s Best Recipe Contest” will invite consumers to use featured food products to create their own recipe and enter the contest to win a \$500 Grand Prize. The contest will be highlighted in the June-July edition of *Taste of the South* magazine and the July-August issue of *Southern Lady* magazine. The deadline for entering the recipe contest is September 1, 2010. Details on the contest can be found online at the SFPA’s promotional web site at www.buythesouthsbestfoods.com

“The use of discount coupons was up by 10 percent in 2009 as the economy drove families to look for ways to save money,” explained Densmore. “We hope that supermarkets across the South will get behind our program by featuring our products on their shelves as customers come into their stores looking for our products to purchase. We ask that consumers look for the coupons, cut them out and use them to purchase our featured products to save money and support the jobs of farm and food manufacturing workers in the southeast.”

The SFPA is an association of food manufacturers based in the southeast. Member’s brands offering discount coupons on their products this year include: Texas Pete® Hot Sauce and Hot Dog Chili, Margaret Holmes® Seasoned Vegetables and Peanut Patch® Boiled Peanuts, Dromedary® Pimientos, Moore’s Marinade and Buffalo Wing Sauce, Anne’s Old-Fashioned Frozen Dumplings and Chicken Base, Patterson’s® Barbecue Beef and Pork and House-Autry® Mills’ Seafood and Chicken Breadings.

Food manufacturers interested in joining the organization and participating in the 2011 celebration can learn more at www.sfpa-food.org