

Jodeco Foods Expands Its Product Line with Gourmet Dry Rub

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RALEIGH, NC – Jodeco Foods, maker of gourmet grilling sauces, adds All Natural Southern Twang Gourmet Dry Rub to its product line in time for the holiday season.

“With the rise in grilling popularity, and more and more people using their outdoor grills throughout the year, consumers are looking for new and different flavors to experiment with”, said company founder, Rick Binger. “A dry rub was a natural product extension for us. It can be used alone or paired with our Grilling Sauce. The Rub carries the same taste profile as the sauce (tomato-based sweet, spicy & tangy), and the sweet blend of all natural spices and seasonings is fantastic on chicken, beef, pork and seafood.”



Judges at the 2007 Best of Atlanta Awards agreed that the rub’s distinctive taste and innovative packaging set it apart from other gourmet products. Southern Twang Gourmet Dry Rub placed 2nd in the Best Spices/Rubs/Oils category. The company’s Grilling Sauce also walked away with honors by placing 3rd in the Best Condiment/Salsa/Sauce category.

Jodeco Foods, based in Raleigh, North Carolina, was founded by Rick and Monica Binger a year and a half ago when they launched Southern Twang Grilling Sauce. The sauce was a secret family recipe that was created by Rick’s grandfather over 50 years ago on a small country lake (Lake Jodeco) in the heart of Georgia. The Southern Twang line can be found in stores across the Southeast. Jodeco Foods is gearing up for even more growth in the upcoming months as a marketing group will begin to handle sales for the company throughout the Southeast beginning this month.

Jodeco Foods, LLC. Products:

- Southern Twang Mild Grilling Sauce – available in 16oz jars and 1.7 oz mini’s
- Southern Twang Hot Grilling Sauce – available in 16 oz jars and 1.7 oz mini’s
- Southern Twang Gourmet Dry Rub – available in 4.25oz jars

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Images: High resolution product imagery available upon request