

# Lawhorn's Signature Seasonings® Announces "Kosher" Certification

Lakeland, FL (February 2008) [www.lawhorns.net](http://www.lawhorns.net):

**Lawhorn's Corner, Inc.**, parent company of the revolutionary new "super seasoning" **Lawhorn's Signature Seasonings®** that is taking the country by storm, announced this week the "Certified-Kosher" status of their production and packaging facility here in Orlando.

CEO Tim Lawhorn commented in a statement this morning that *"The kosher certification of our products should be equal to, if not of **greater** importance to our customers besides them simply knowing that we are an all-natural, lower in sodium seasoning, and it tastes great on everything. Being kosher **really** means something! The fact that our ingredients and facilities pass such incredibly high standards to attain the "**Certified-Kosher**" label, speaks volumes to the environment and quality controls under which we operate."*

Lawhorn acknowledges that the "Kosher" symbol will also present "serious new marketing opportunities" to the highly desirable Jewish Food Market, and they will aggressively promote their line within the Jewish Community nation-wide.

*"I don't think there is another seasoning, let alone a **kosher** seasoning, on the market today that remotely rivals the flavor enhancing properties of **Lawhorn's Signature Seasonings®**. It will be interesting to see how long it will take for us to take off in kosher circles like we are doing in mainstream America. We are looking for big things to happen in 2009!"* Lawhorn goes on to say. If last year's 700% sales increase is any indication, Lawhorn is probably right. They have already out-shipped the whole 1<sup>st</sup> quarter of '08, in just the first 5 weeks of 2009.

## In other company news:

**H&H Specialty Food Associates, LLC** out of Red Bank New Jersey, and Tampa-based **AMT Sales & Marketing**, both national food brokerage firms, have agreed to represent and sell the Lawhorn's Signature Seasonings® brand to the grocery and specialty store markets nationally.

**Publix Supermarkets**, the 1000 store, Lakeland-based chain that dominates the Florida grocery market, has approved the placement of **Lawhorn's Signature Seasonings®** in 300 stores in the Central Florida and SW Florida regions. If sales do well, look for it on all 1000 Publix Grocery store shelves in the coming months.

**Sysco Food Services of South Florida** has also agreed to bring **Lawhorn's** on board after just one tasting. This could be huge for the company as they penetrate the highly concentrated Kosher and commercial markets of the Greater Miami-Ft. Lauderdale area. Success in South Florida should pave the way for Sysco to carry the **Lawhorn's** brand system-wide. (Houston-based Sysco Food Services is the largest wholesale food distributor in North America)

**Tree of Life, Inc.**, the St. Augustine-based Natural & Organic food distributor signed on last fall to handle Lawhorn's retail grocery distribution, continues to deliver on their promise of taking **Lawhorn's Signature Seasonings®** to a national audience, by bringing Lawhorn's into their Eastern seaboard and Midwestern distribution centers within the last 45 days. Lawhorn hopes to have their products on the West Coast by mid-summer at the latest.

For more information go to their website at: [www.lawhorns.net](http://www.lawhorns.net) or email them at: [info@lawhorns.net](mailto:info@lawhorns.net)