



# PRESS RELEASE

## Woody's Bar-B-Q® Welcomes Guests to Hog Heaven with Pork Belly Limited Time Offer *Classic Southern Barbecue Chain Premieres Pork Belly Sandwich and Dinner Through November 30*



**Jacksonville, Florida, October 26, 2017** – While this classic Southern barbecue brand has been built on a foundation of fan-favorite slow-smoked meats and comfort food sides, Woody's Bar-B-Q® remains committed to keeping the concept fresh with regularly rotating limited time offers. After months of painstakingly perfecting and taste-testing, the latest promotion features expertly prepared pork belly showcasing crispy char on the outside and flavorful tender meat on the inside. Offered in the choice of a sandwich or dinner, the Florida-based chain's pork belly promotion will be available at participating Woody's Bar-B-Q locations now through November 30, 2017.

**Woody's Bar-B-Q Pork Belly Sandwich:** Featuring a quarter pound of deliciously distinctive pork belly at its base, this sumptuous sandwich is topped with cheddar cheese, fresh tomato slices and lettuce on a toasted Telera bun finished with garlic butter and pesto mayo. The sandwich is served with a side item such as Woody's popular crinkle cut French fries.

**Woody's Bar-B-Q Pork Belly Dinner:** Showcasing a heaping half pound of pork belly served over a bed of mashed potatoes, this dinner is served with a slice of garlic toast and patron's choice of two additional sides such as fried corn on the cob, creamy cole slaw, side salad or a variety of country vegetables.

"Pork belly has long been a staple of Chinese, Korean and Philippine cuisine, but in recent years it's become all the rage among chefs and foodies," said Jay Vail, Operations Director for Woody's Bar-B-Q. "It offers a unique blend of texture and complex flavor that's all its own – almost an intermingling of the crispness of bacon and the moistness of a pork roast. We add our own signature slow-smoked taste for something completely new and delicious to enhance our menu for a limited time. This recipe was nearly a year in the making, so we're excited to finally bring it to our patrons and can't wait to hear their reaction."

To learn more about Woody's Bar-B-Q, find the nearest location, view the full menu and explore possible franchise opportunities, interested parties are invited to visit [www.woodys.com](http://www.woodys.com).

**About Woody's Bar-B-Q®:** After opening their first Woody's Bar-B-Q in 1980, partners Woody Mills and Yolanda Mills-Mawman have spent the past three decades setting the "bar" higher for classic Southern Bar-B-Q. From the humble beginnings of just one location in Jacksonville, Florida, a shared passion for Bar-B-Q, and a dog-eared collection of recipes, Mills and Mawman have grown the Woody's Bar-B-Q brand to locations reaching from the Deep



South where Bar-B-Q is king to the Northeast and Western fronts. Perhaps best known for their legendary melt-in-your-mouth slow-smoked Signature Baby Back Ribs, Woody's has also built quite a following among patrons with their secret recipe Bar-B-Q sauces and meats, as well as their freshly prepared comfort food-inspired side dishes. Individuals who wish to learn more about becoming a Woody's Bar-B-Q franchisee are encouraged to visit <http://www.woodys.com/franchise/>.

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