



PRESS RELEASE



New Owners Put a Bold Accent on Woody's Bar-B-Q of Winter Haven

Mark Sharratt and Nicholas Hart Bring a Wealth of Experience, a Massive Renovation and a Couple of Cool British Inflections to their New Southern Bar-B-Q Franchise

Winter Haven, January XX – Originally opened nearly two decades ago, Woody's Bar-B-Q of Winter Haven – located at 1088 Havendale Boulevard – recently underwent a much-needed \$50,000 renovation. In addition to an entirely updated look to the restaurant's interior – one that would rival those of the newest Woody's Bar-B-Q franchises – this established Florida landmark comes complete with two new owners, Mark Sharratt and Nicholas Hart.

One might not expect to be greeted by a thick British accent when entering an authentic Southern barbecue eatery, but that is exactly what will happen when visitors arrive at Woody's of Winter Haven. Newly arrived from their native United Kingdom, both Hart and Sharratt bring with them a wealth of experience in the restaurant industry. Their shared passion for providing a memorable dining experience and delivering a high quality product have translated beautifully here in the U.S. and have already won them rave reviews from guests.

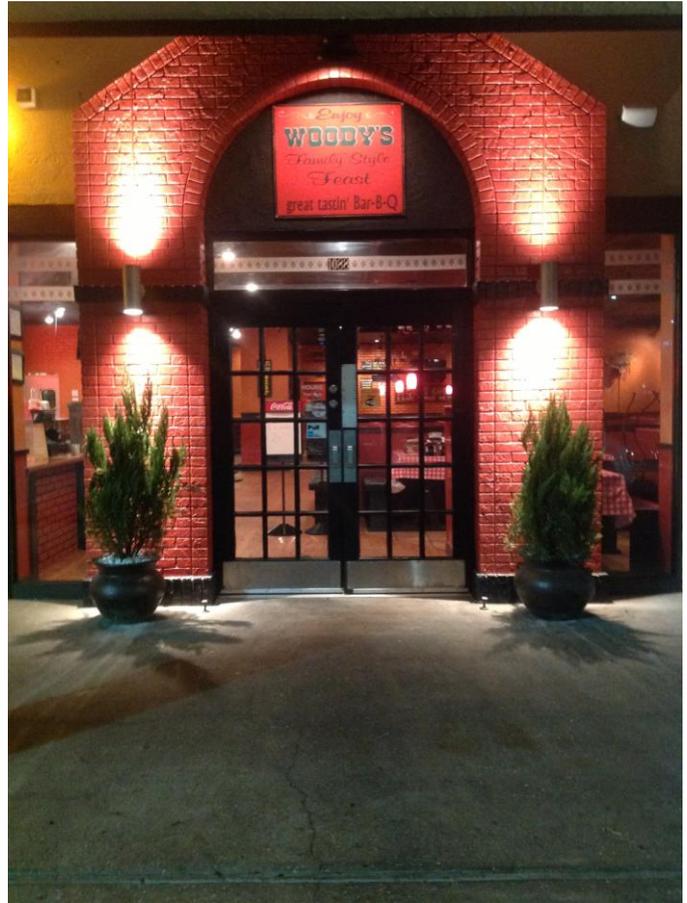
"Winter Haven is a truly lovely city," insists Sharratt. "We are excited to be part of the American community, and our guests have done a wonderful job of making us feel welcome. With our primary focus on serving up great customer service and excellent food, we also hope to make them feel welcome every time they walk through our newly painted door."

Woody's signature slow-cooked meats are smoked fresh daily – sending the heavenly aroma of barbecue wafting through the Winter Haven air. On a national level, Woody's Bar-B-Q has spent the last three decades building a loyal following among Southern barbecue connoisseurs thanks to popular menu items like Carolina Pulled Pork, Texas Beef Brisket, Signature Baby Back Ribs, Bar-B-Q Chicken, Creamy Coleslaw, Bar-B-Q Beans, Legendary Sauces, and their famous Banana Pudding – many of which are secret family recipes. A special ingredient to Woody's success is attributed to the careful selection of their franchisees.

"Mark and Nicholas' combined focus is 100% customer service and satisfaction," insists Woody's Bar-B-Q co-founder, Yolanda Mills-Mawman. "They are wholly committed to giving every guest a 'welcome home' experience with their newly remodeled interior. We are very happy to welcome them to the growing Woody's family."

Both Hart and Sharratt are devoted to becoming valued members of the Winter Haven community. Sharratt owned a vacation home near the quaint Florida community, and felt it would be the ideal place to relocate. Hart – a former semi-professional "footballer" – would love to one day launch a Winter Haven Woody's soccer team. In the meantime, Hart and Sharratt invite the citizens and neighbors of Winter Haven to experience their newly renovated restaurant and delicious food firsthand. Woody's Bar-B-Q of Winter Haven features daily lunch and dinner specials, as well as an Early Bird Special of 20% off the entire check between 3 to 6 p.m. every day. Families will appreciate the fact that kids eat free on Mondays after 6 p.m. (one child 12 & under with the purchase of an adult entrée), and to go orders are available by calling (863) 297-5330. Operating hours at Woody's of Winter Haven are Sunday through Thursday from 11 a.m. to 9 p.m. and Friday through Saturday from 11 a.m. to 10 p.m. To view Woody's Bar-B-Q menu online, hungry Winter Haven inhabitants are encouraged to visit <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 great 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 side dishes. For more information and a list of locations, visit <http://www.woodys.com>. To learn more about becoming a Woody's Bar-B-Q franchisee, visit <http://www.woodys.com/franchise/>.



Attached photos: *Exterior Shot - "Woody's Bar-B-Q of Winter Haven is located at 1088 Havendale Boulevard"*
Interior Shot - "Woody's Bar-B-Q of Winter Haven recently underwent a stunning \$50,000 renovation to the restaurant's interior"