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"Sweet Baby Ray"
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Press Release

Sweet Baby Ray's Barbecue Restaurant and Catering Company Celebrates 3rd Anniversary with Announcement of Major Expansion in Wood Dale and Acquisition of True Cuisine, LTD. Other summer happenings to include Naperville Ribfest and Competition Barbecue team activities.

Sweet Baby Ray's Restaurant Celebrates 3rd Anniversary in Wood Dale

Sweet Baby Ray's restaurant and catering operations is proud to announce their third anniversary in Wood Dale. Sweet Baby Ray's is now a well-known establishment on the Irving Park corridor and has become a real asset to the community. They not only offer quality food at fair prices but Sweet Baby Ray's has been able to offer employment to local residents, including many Fenton High School students. The Sweet Baby Ray's family of employees has grown over the past several years and will continue to grow with its anticipated expansion.

Sweet Baby Ray's Restaurant appreciates the support they have received from the Wood Dale community and looks forward to participating in future community events. They would like to thank all its patrons for allowing them to do what they do best – BBQ. In appreciation, Sweet Baby Ray's Restaurant in Wood Dale is offering the following **\$3.00 meal specials** during the week of June 23rd thru June 28th.

For Release 9 a.m. CST, June 20, 2008

MONDAY

1) 3 pulled pork mini's

TUESDAY2) 1 pulled pork mini
1 mini side
1 mini dessert**WEDNESDAY**3) 1 mini Duce
1 mini pulled pork
1 mini brisket**THURSDAY**4) 1/3# Baby Ray Burger
Fries
Drink**FRIDAY**5) Cup Gumbo
Small Salad
Cornbread**SATURDAY & SUNDAY**6) 3 bones Baby Backs
3 bones St. Louis**Exciting Expansion Plans Announced - New Catering Sales Offices Are Now Open**

Wood Dale, IL, (June, 2008) – Exciting expansion plans are in store for the town of Wood Dale and favorite home town business, Sweet Baby Ray's Barbecue. Having recently purchased the property adjacent to the original Sweet Baby Ray's Barbecue Restaurant, locals can look for big changes in the near future as the existing restaurant will expand and nearly double its seating capacity. Sweet Baby Ray's Wood Dale also has big plans to significantly grow their catering business. As part of the new construction, they will be adding nearly 3,000 square feet of new industrial catering kitchen space for the new Sweet Baby Ray's Catering Company division of Sweet Baby Ray's Barbecue. "You will soon be seeing a lot of exciting new construction at our location. The catering sales offices renovations have been completed, the sign is up, our menu is ready and we are open for business," says Dave Raymond better know as Sweet Baby Ray. "We are very excited to be a part of the community and to help change and improve the Irving Park Road business corridor in downtown Wood Dale."

Sweet Baby Ray's Restaurants and Catering Company are privately owned and operated businesses employing over 100 local area residents. Their goal and passion is to serve authentic barbecue and the highest quality foods available, in clean, comfortable and appealing facilities with a knowledgeable, friendly and well trained family of employees that serve their guests with the same hospitality you would expect if someone was entering your own home.

Sweet Baby Ray's Wood Dale will continue to feature the authentic urban barbecue that they have become famous for, while expanding their off-premise catering menu's into a wide variety of breakfast, lunch, dinner and snack time fare selections for both corporate and social clients needs. The SBR Catering Company will offer everything from simple drop off; full service buffets or plated meals; to complete event-planning services for all events and occasions.

Sweet Baby Ray's Wood Dale Acquires True Cuisine, LTD

Sweet Baby Ray's Catering Company is also growing in other ways. This week, they announced an exciting acquisition... True Cuisine, LTD, one of DuPage County's best known and most respected catering companies, will become a division of SBR Catering Company. "We look forward to expanding our brand and offering a variety of options for both corporate & local business and social clients throughout Chicagoland," said Jean True, of True Cuisine. True has been in business for over 32 years and will remain with Sweet Baby Ray's as the President of True Cuisine, now a division of Sweet Baby Ray's Barbecue Restaurant and Catering Company Wood Dale. True Cuisine caters weddings, corporate, and all types of social occasions; from an elegant dinner in your own home to a sit down dinner for thousands. For additional information contact True Cuisine at (800) 334-3305 or (630) 690-3201, www.truecuisine.com.

Visit Sweet Baby Ray's Barbecue Restaurant at Naperville Ribfest

This July 3rd – 6th, will be the second year of participation in the Annual Naperville Ribfest for Sweet Baby Ray's Barbecue Restaurant and Catering Company. <http://www.ribfest.net/> Featured products will include authentic Chicago style urban barbecue Baby Back Ribs, St. Louis Ribs, Pulled Pork Sandwiches, Barbecued Chicken Sandwiches and Boneless Rib Sandwiches, Sweet Baby Ray's Baked Beans and Cole Slaw.

The Sweet Baby Ray Competition Barbecue Team has been practicing and is looking forward to the opportunity to bring home one of the prizes for Best of Show, Peoples Choice or Kids Choice for St. Louis Ribs and/or Sauce. They are delighted at the opportunity to share their food and hospitality with you and your family at the 2008 Naperville Ribfest.

Competition Barbecue Team Places Second at Illinois State Championship

This year Sweet Baby Ray, Dave Raymond and his nephew, SBR Catering Culinary Manager, Duce Raymond joined the competition barbecue team of Church of Swinetology. Dave and Duce along with the team's founding members, Todd Boyers, John Bovinette and Ron Nunes are looking forward to focusing on great BBQ, grilling with friends and expanding their core barbecue beliefs.

The team has already competed and placed highly in three of their ten scheduled events for this summer. Their first competition was held in Hazlewood, Missouri with 37 other teams and Church of Swinetology placed 9th in chicken and 7th overall. They then headed to Des Plaines and took 6th place in chicken. Their most recent accolades came in Westmont where they placed 2nd in ribs, 8th in pulled pork, 4th in

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brisket and 5th overall. The Church of Swinetology team is eagerly anticipating the results from the remaining summer competitions located in Illinois at Steeleville, Elk Grove Village, Shannon, West Chicago, Auther, Libertyville and Racine, Wisconsin.

Sweet Baby Ray's Barbecue Restaurant and Catering Company is located at 249 E. Irving Park Rd., Wood Dale, IL. (630) 238-8261. The restaurant is open Sunday through Thursday 11 a.m. to 9 p.m., Friday & Saturday 11 a.m. to 10 p.m. To learn more about Sweet Baby Ray's or to cater an event, call (630) 238-8261 or visit online at www.sbrcatering.com for more information.

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