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Hicks' Products Offered On Home Shopping Network

AUGUST 27TH 2014 BY STAFF WRITER

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IT'S SHOWTIME!!
DARRELL "BIG-UN" HICKS
TO PRESENT PRODUCTS ON HSN

St. Petersburg, Florida - Big news has recently been announced by Hicks' World Champion Smoked Meats, as their product debut on the Home Shopping Network will take place this Sunday, August 31st, 2014. The company has been in negotiation throughout the summer with HSN officials to reach an approval and this past week it became official.

Two showings have been slotted by HSN for the Memorial Day weekend, a very uncharacteristic move by the network giant. Both shows will feature the Hicks' World Champion Smoke Meats Bacon Wrapped Chicken Thighs and the tender BBQ Ribs. **The shows will air at 1:00 AM and again at 1:00 PM Sunday, August 31st.**

"This is a great opportunity for our company to increase our brand awareness and establish rapport with the Home Shopping Network customers", commented Darrell "Big-Un" Hicks. "HSN is the most professional organization I have ever seen in my life and Hicks' Smoked Meats is proud to be associated with them."

Hick's will again appear on the shopping network featuring the popular whole BBQ Boston Butt on September 9th. Times for this show have not been released by the network.

HSN was founded 36 years ago as the first shopping network and is a leading interactive multichannel retailer offering a curated assortment of exclusive products and top brand names to its customers. HSN incorporates entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience.

Darrell, his wife Ann and the rest of the Cajun cooks have cooked for many fortune 500 companies and some of the most powerful people in the country. To name just a few, ALLTEL, Anheuser Busch, Wal-Mart, John Deere, FedEx, Bass Pro Shops, and the NFL.

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In 1987 on the banks of the mighty Mississippi River, the Cajun Cookers won the World Barbeque Championship at the Memphis in May festival. That win validated what everyone around already knew, Darrell's food was the best of the best. Darrell brought back the annual tradition with Cajun Cookers Too, composed of son, grandson, and friends and for the past two years have placed in the top ten in the world of ribs and seafood.

"If you are not 110% satisfied with my food, then I have not done my job. The quality of my food is something that I will hand down to my son and

grandson,” one of Darrell “Big Un” Hicks favorite sayings.

Learn more about the simple use of Hicks' Smoked Meats products through your local Sysco Rep or contact Darrell Hicks at darrell@hickssmokedmeats.com.

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