



FOR IMMEDIATE RELEASE

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KING'S HAWAIIAN Rolls and Jack Daniel's Prepared Meats Make Sliders in Minutes

Free KING'S HAWAIIAN® Dinner Rolls Available at Your Grocer in Limited-time Offer

TORRANCE, Calif. (February 19, 2013) -- Whether you need a quick and delicious weeknight meal, or a tasty addition to weekend gatherings, bring your friends and family together with a platter of sliders featuring irresistible KING'S HAWAIIAN dinner rolls.

KING'S HAWAIIAN sliders are simple to make and irresistibly delicious when they include Jack Daniel's® Ready to Eat barbecued meats. During a limited-time offer beginning February 18th, shoppers can get a free package of KING'S HAWAIIAN 4-pack dinner rolls when they purchase one package of Jack Daniel's Ready to Eat Meats.

In-store coupons for the free rolls are available on special KING'S HAWAIIAN Dinner Roll displays at your local Wal-Mart in the prepared meat section, while supplies last.

KING'S HAWAIIAN is the only authentic Hawaiian sweet bread crafted with Aloha Spirit from the original family recipe. Irresistibly delicious with just the right amount of sweetness, KING'S HAWAIIAN Dinner Rolls can transform a simple slider into a sensational sandwich.

Jack Daniel's tangy, ready to eat, refrigerated meats partner perfectly with KING'S HAWAIIAN dinner roll varieties including Savory Butter, Honey Wheat and Original Hawaiian Sweet. A perfect fast-filling for sliders, the heat-and-serve meats are slow cooked using a special spice rub and secret spices. Made with Jack Daniel's Glaze, varieties include pulled pork, pulled beef, pulled chicken, beef brisket and more.

KING'S HAWAIIAN Dinner Rolls and Jack Daniel's ready-to-eat refrigerated meats -- Southern cooking meets the Hawaiian way quickly, easily and deliciously.

For more family favorite recipes, visit the KING'S HAWAIIAN website at KingsHawaiian.com.

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About King's Hawaiian

Founded more than 60 years ago in Hilo, Hawaii, by Robert R. Taira, King's Hawaiian is a family-owned business that for three generations has been dedicated to making irresistible, original recipe Hawaiian foods made with Aloha Spirit. King's Hawaiian makes the #1 branded dinner roll in the United States, and operates more than 270,000 square feet of baking facilities in Torrance, California and Oakwood, Georgia. For more information, visit the company's website at kingshawaiian.com, "Like" KING'S HAWAIIAN on Facebook and follow KING'S HAWAIIAN on Twitter.