

Contact:

Amy Sousa
Borshoff Johnson Matthews
317-631-6400 (office)
317-403-8296 (mobile)

Charlie Beigg's Sauce Company Sees Big Growth Potential with New Ownership Agreement

INDIANAPOLIS – Soon it will be easier for consumers to purchase Charlie Beigg's BBQ sauces, thanks to a new relationship with EquityThink Holdings, LLC.

The companies announced today that Indianapolis-based EquityThink has acquired the assets of Charlie Beigg's Sauce Company. The purchase includes the Charlie Beigg's brand and its signature sauce recipes: Maine Apple, Bourbon and Hot Pepper.

"We are passionate about our barbecue sauces, and we've built a very strong following," said Brian Stevens, founder of the Charlie Beigg's Sauce Company. "Today we are excited that a company equally committed to quality is launching our sauce business to the next level."

The locally made all natural, gluten-free sauces are currently distributed in grocery stores throughout New England.

"We've been searching for premium barbecue sauces to feature in our 250 QSR locations throughout the United States," said Gerry Hays, president and CEO of EquityThink. "Charlie Beigg's is known for premium taste with all natural ingredients, both of which were critical in our search."

EquityThink intends to expand bottled sauce distribution beyond New England into the Midwest and Southeast regions of the United States. The Charlie Beigg's products will continue to be made in Maine with the same recipe.

The Charlie Beigg's restaurant is not affected by the change in ownership and will continue to operate in Windham, Maine.

"We started Charlie Beigg's sauces because our restaurant patrons loved the stuff," added Stevens. "Now, the same sauce with humble beginnings will be available to consumers across the country. That's exciting."

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