



Media Contact:

Kurman Communications, Inc.

(312) 651-9000

Catherine Patterson / Stephanie DeMeester

catherine@kurman.com / stephanie@kurman.com

FOR IMMEDIATE RELEASE

**Sweet Baby Ray's Barbecue Restaurant Wins Top Prize for Ribs at
Naperville's Ribfest**

Wood Dale, Ill. restaurant also wins second place in the Best Sauce competition

Naperville, Ill. (July 2008)—With 17 world-class rib vendors and dozens of other food vendors, the annual Naperville Exchange Club's Ribfest is always a Mecca for barbecue lovers. This year's event, which ran from July 3 through July 6 at Knoch Park in Naperville, Ill., featured Sweet Baby Ray's restaurant, which won first place in the event's Best Ribs competition, and earned second place in the Best Sauce competition.

Duce Raymond, one of six professional chefs on staff at Sweet Baby Ray's, was nearly speechless when the awards were announced on Sunday, July 6. He accepted the prize money and trophies alongside his cooking partner, Ron Nunes, and restaurant founder, "Sweet Baby Ray" himself, Dave Raymond. "As we prepared for this competition, Ron and I were just ecstatic to be welcomed back to the festival," Duce Raymond said after the event. "When the panel of judges announced our names and said that we won, my jaw dropped. It was an amazing moment."

Sweet Baby Ray's restaurant is named for the nationally known barbecue sauce that was created in 1982 by Duce's father, Larry. The sauce has become the second best selling barbecue sauce in the United States, and in 2005, Dave Raymond opened Sweet Baby Ray's restaurant in Wood Dale, Ill. Dave partnered with longtime friend Mike O'Brien to open a second location in Elk Grove Village, Ill. less than two years later.

(more)

This is only the restaurant's second year of participation in Naperville Ribfest. The two large trophies will be on display at the Sweet Baby Ray's Wood Dale (249 E. Irving Park Rd.; 630-238-8261) restaurant. After two weeks there, the trophies will be transported to the Sweet Baby Ray's Elk Grove Village (800 E. Higgins Rd.; 847-437-9555) where they join the growing number of awards in the Sweet Baby Ray's display case.

The Naperville Exchange Club's Ribfest is an annual event which runs every July 4 holiday weekend at Naperville's Knoch Park. Each year, approximately 250,000 people attend the event to enjoy the food and listen to live music from the event's two main stages. All proceeds from the event support various youth programs, community service projects and help aid the fight against child abuse and domestic violence.

Sweet Baby Ray's Barbecue Restaurant is located at 249 E. Irving Park Rd., Wood Dale, Ill. (630) 238-8261, with a second location at 800 E. Higgins Rd., Elk Grove Village, Ill. (847) 437-9555. The restaurant is open Sunday through Thursday 11 a.m. to 9 p.m., and Friday through Saturday 11 a.m. to 10 p.m. To learn more about Sweet Baby Ray's, call (630) 238-8261 or visit online at www.sbrbbq.com.

###