FOR IMMEDIATE RELEASE
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Jacksonville, FL (February 17, 2011) - NASCAR fans can feed their need for speed knowing they can pick up America's #1 branded burger at Daytona International Speedway® all season long! BUBBA burger® is already the Official Burger of Richmond International Raceway® and our delicious burgers are served from over 55 locations at Daytona International Speedway® during SPEEDWEEKS® and all year long as well! BUBBA burger® is proud to be a Promotional Partner of Daytona International Speedway®.

BUBBA burger® is served in a number of tracks throughout the year; including Talladega Superspeedway®, Darlington Raceway®, Richmond and Homestead-Miami Speedway℠. Now race fans from all over the country can experience the sizzle at Daytona International Speedway® as everyone watches to see who will be crowned the winner for the start of NASCAR's Sprint Cup Series and Nationwide Series seasons! So whether you are heading to the races, having friends over or just fixing 'em for dinner, remember to grab "The Burger That Says *BITE ME*!!" Enjoy your tailgate with the BUBBA burger® quality that can't be beat by ***ANY*** other burger in the country, hands down!

BUBBA burger® is also proud to partner with Richmond International Raceway to host the NASCAR Nationwide Series race, the BUBBA burger 250, at Richmond International Raceway®. The BUBBA burger 250 on Friday, April 29, 2011 at 7:30pm EST will be an old-school, short track shootout "under the lights," featuring all of the full-time Nationwide Series drivers. Track president Doug Fritz says, "BUBBA burger® is an outstanding company with—as I can attest—really great products."

BUBBA burger® features a variety of burgers including: the Original, Reduced Fat, Certified Angus Beef®, Sweet Onion, Jalapeno, Minis (BUBBA sliders) and the brand new All Natural Turkey BUBBA burger®. They can be found in your local grocer's freezer section nationwide.

About BUBBA burger:
The BUBBA burger® is America's #1 selling branded frozen burger. The BUBBA burger® is made from 100% Choice Chuck and our Turkey BUBBA burger is 100% Natural All White turkey. Find them in your local grocer's freezer nationwide! Remember, Bubba says, "You'll Never Bite A Burger Better Than A Bubba!" For more information on BUBBA burger® visit the website at www.bubbafoods.com or check out The Official BUBBA burger Fan Page on Facebook®.