FOR IMMEDIATE RELEASE
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Jacksonville, FL (November 17, 2010) - NASCAR fans are salivating at the thought of picking up America's #1 branded burger at Homestead-Miami Speedway[SM] during the final race weekend of 2010. BUBBA burger® is already the Official Burger of Richmond International Raceway® and our delicious burgers will be served from a number of concessions at Homestead-Miami Speedway[SM] during Ford Championship Weekend as well!

BUBBA burger® has been served in a number of tracks throughout the year; including Talladega Superspeedway®, Darlington Raceway®, Richmond and Daytona International Speedway®. Now the race fans of south Florida can experience the sizzle at the Homestead-Miami Speedway[SM] as everyone watches to see who will be crowned the 2010 NASCAR Sprint Cup Series Champion! So whether you are heading to the Speedway, your team's football game, having friends over or just fixing them 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 known as 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, Sweet Onion, Jalapeno, Minis (BUBBA sliders) and the brand new Turkey BUBBA burger®. They can be found in your local grocer's freezer section nationwide.

Tickets for this weekend's races can be purchased by logging on to http://www.homesteadmiamispeedway.com or calling 866-409-RACE (7223).

About BUBBA burger:
The BUBBA burger® has become 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. The BUBBA burger® is designed to be cooked frozen. 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®.