



NEWS RELEASE

Kingsford® Charcoal Turns Up the Heat with Its First-Ever BBQ Sauce

9/26/2017

New Kingsford® BBQ Sauces Bring Bold, Real Flavors to Grills, Tables and Mouths Across America
OAKLAND, Calif., Sept. 26, 2017 /PRNewswire/ -- After nearly 100 years of bringing people together around the charcoal grill for great tasting food, Kingsford® is proud to introduce its first line of BBQ sauce.

Kingsford's first batch of BBQ Sauces is made with only real ingredients – like real brown sugar, real jalapeño and real hickory smoke – and does not contain any artificial preservatives, flavors or colors. The three new BBQ sauces offer grilling enthusiasts a premium taste to fit a wide range of flavor palates, and help fuel an authentic, mouth-watering and finger-licking barbecue experience.

"Kingsford's fans are our backbone, and through their feedback, we identified BBQ sauces as a great opportunity for us to expand our offerings," said Kingsford associate director of brand marketing, Nishita Vakil. "Kingsford has been fueling America's grills for nearly a century, so nobody knows barbecue better than we do. Our new sauces offer the high-quality flavor that Kingsford is known for, and are specifically formulated with real ingredients to enhance, not mask, the taste of grilled meat."

Kingsford Sauces are available in three smoky varieties — Original Smoked Hickory, Honey Jalapeño Mesquite and Brown Sugar Applewood. All three sauces feature rich and complex layers of sweetness and spices.

The new Kingsford BBQ Sauces are currently available in grocery stores nationwide for \$2.99. For more information on Kingsford's BBQ Sauces and where to buy them, visit Kingsford.com/Sauces.

About Kingsford Charcoal

The Kingsford Products Company is a wholly owned subsidiary of **The Clorox Company**, headquartered in Oakland, Calif. The Clorox Company is a leading multinational manufacturer and marketer of consumer and

professional products with about 7,700 employees worldwide and fiscal year 2015 sales of \$5.7 billion. Clorox markets some of the most trusted and recognized consumer brand names, including its namesake bleach and cleaning products; Pine-Sol® cleaners; Liquid Plumr® clog removers; Poett® home care products; Fresh Step® cat litter; Glad® bags, wraps and containers; Kingsford® charcoal; Hidden Valley® dressings and sauces; Brita® water-filtration products; and Burt's Bees® natural personal care products. The company also markets brands for professional services, including Clorox Healthcare® and Clorox Commercial Solutions®. More than 80 percent of the company's sales are generated from brands that hold the No. 1 or No. 2 market share positions in their categories.

Clorox is a signatory of the United Nations Global Compact, a community of global leaders committed to sustainability. The company has been broadly recognized for its corporate responsibility efforts, including, most recently, two U.S. EPA Climate Leadership Awards for Excellence in Greenhouse Gas Management and inclusion among the top 40 companies on the 2015 Newsweek Green Rankings and CR magazine's 100 Best Corporate Citizens 2015 list. The Clorox Company and The Clorox Company Foundation contributed approximately \$15 million in combined cash grants, product donations, cause marketing and employee volunteerism during the past year. For more information, visit TheCloroxCompany.com and follow the company on Twitter at [@CloroxCo](https://twitter.com/CloroxCo).

NYSE: CLX

CLX-B

View original content with multimedia: <http://www.prnewswire.com/news-releases/kingsford-charcoal-turns-up-the-heat-with-its-first-ever-bbq-sauce-300525423.html>

SOURCE Kingsford Charcoal