



Redefining Dashboard Dining: Taste Doesn't Take a Backseat When Eating on the Run

With today's hectic lifestyles, over one-third of Americans eat in their cars. Contrary to popular belief "taste" and "convenience" store sandwiches can go hand-in-hand with the introduction of the new Hot Stuff Foods Market Selects Sandwiches. The sandwiches were recently unveiled in over 1,600 locations throughout the U.S., Canada, Europe and Asia.

Sioux Falls, SD ([PRWEB](#)) July 12, 2005 -- Sun-dried tomato bread with specialty Italian meats, club combo on pecan bread, honey ham and cheese on a potato chive sub, wheat berry bread filled with oven-roasted turkey. With these choices you would think that you were reading the menu at an upscale deli, but you'd be wrong.

These are some of the choices that the millions of people, who compress mealtime into grab-n-go time, can enjoy with Hot Stuff Foods Market Selects Sandwiches, now available at their local convenience store.

This is big news for the over one third of American adults eating food in their cars. For many, this is the first time that "taste" and "convenience" store sandwich go hand-in-hand and about time.

"We set out to provide time-crunched consumers with a sandwich taste experience that makes them say 'Wow!'" said Des Hague, CEO of Hot Stuff Foods. "Our Market Selects sandwiches have met that goal and our customers are really noticing the difference in quality and taste. In fact, they are coming back for more even when they are not pressed for time."

Consumers are making sandwiches the fastest growing, not to mention the trendiest, segment in the exploding quick serve restaurant market. Consumers are drawn to this healthier alternative to traditional fast foods.

Hot Stuff Market Selects Sandwiches are not your average sandwich. They are made with specialty meats, such as Honey Ham, Peppered Turkey and Slow Cooked Roast Beef. These meats live up to their names and supply a moist, tender, mouth-watering flavor. Finally, they are combined with artisan breads such as Wheat Berry, Parmesan Herb, Sun-Dried Tomato and Potato Chive.

The good news for everyone is that these new items are raising the bar on what can be expected from a convenience store sandwich. For most people, the shelf life alone of an old convenience store sandwich has been reason enough to choose something else to eat. However, with Hot Stuff Foods Market Selects, the gourmet quality breads and meats provide a whole new convenience store sandwich experience.

The kind of experience you used to get by taking a number and standing in the deli line.

To find convenience stores that carry Hot Stuff Foods Market SelectsTM sandwiches, go to www.hotstufffoods.com and click on the store locator.

About Hot Stuff Foods

Hot Stuff Foods, formerly Orion Food Systems, Inc. was founded in 1983 in Sioux Falls, South Dakota, USA, with the goal of offering high-quality food products to the "time-conscious" consumer. Today, Hot Stuff Foods franchises and/or licenses its branded food concepts in more than 1,600 locations throughout the United States,



Canada, Europe, and Asia. Hot Stuff Foods offers a number of individual and bundled brands in various categories, including Hot Stuff Pizza, Hot Stuff Food On the Go, Hot Stuff Food Xpress, Smash Hit Subs, Summit Subs, C-Street Bakery, Mean Gene's Burgers, Mean Gene's Pizza, Stone Willy's Pizza, Moose Bros. Pizza, Eddie Pepper's, Asian Creations, Chix Chicken, Nap Hendrix's Southern Grill and Caff   Origins Coffee.

Contact:

Jeff Hanson

Lawrence & Schiller

605-338-8000

###

**Contact Information****Jeff Hanson**

LAWRENCE & SCHILLER

<http://www.hotstufffoods.com>

605-338-8000

Online Web 2.0 VersionYou can read the online version of this press release [here](#).