

Quality Maple Products for Over 80 Years!

2391 40<sup>th</sup> Street Cumberland, WI 54829



WWW.ANDERSONSMAPLESYRUP.COM

Ph: 715-822-8512 Fax: 715-822-8535



### Anderson's Maple Syrup/Brookshire's to Sponsor Miguel Paludo in NCWTS Race at Texas Motor Speedway



MOORESVILLE, N.C. (October 28, 2013) - Turner Scott Motorsports (TSM) is excited to announce that Anderson's Maple Syrup will sponsor the No. 32 Chevrolet Silverado driven by Miguel Paludo in the upcoming NASCAR Camping World Truck Series (NCWTS) race at Texas Motor Speedway. The NCWTS championship-winning team will also partner with Brookshire's Food & Pharmacy for the WinStar World Casino 350 on Friday, November 1.

Formed in 1928, Anderson's Maple Syrup, Inc. has been a family owned and organized business for over 80 years. President/owner Steve Anderson is the third generation Anderson to carry on the family tradition. From its roots in Cumberland, Wisconsin, Anderson's Maple Syrup can be found in supermarkets and specialty shops across the country.

"We are very excited to be a part of Turner Scott Motorsports' No. 32 truck team and to be working with Miguel Paludo in Texas," said Anderson. "As someone with diabetes, Miguel will do a great job promoting to people who have diabetes and sharing how they too can use Anderson's Pure Maple Syrup moderately. We love the fact the Texas is the home of Brookshire Food & Pharmacy and the Turner family. Anderson's Pure Maple Syrup is available at all 158 Brookshire's Food & Pharmacy stores and we're excited to let people of the great state of Texas know that Anderson's Pure Maple Syrup is an all-natural sweetener."

Brookshire's Food & Pharmacy, the Official Grocery Store of Texas Motor Speedway, opens a fully-

functional grocery store without any price markup twice a year at the 1.5-mile track for fans and campers. The Brookshire's Track Store is located outside Turn 3 at the corner of Mark Martin Drive and Harmonsens Road.

Paludo, who is currently tied for sixth in the NCWTS Driver Point Standings, has a season-best finish of second, which he earned at Pocono Raceway in August. In six previous starts at Texas Motor Speedway, the 30-year-old Brazilian has three top-10 finishes. Paludo finished 10th in the spring race at Texas earlier this year.

"I'm very excited to be partnering with Anderson's Maple Syrup and Brookshire's in Texas," said Paludo. "The people at Anderson's are passionate about NASCAR and take a lot of pride in their racing program, so I'm proud that they've chosen me to be a part of it. I like maple syrup, and one of my major goals as a diabetic has been to dispel the myths about diabetes and sugar. You can enjoy things like maple syrup when you monitor what you eat and maintain your levels. Pure maple syrup is a great option for a natural sweetener."

The WinStar World Casino 350 at Texas Motor Speedway will take place under the lights on Friday, November 1 at 8:30 p.m. EDT. The race will air live on FOX Sports 1, and Paludo will carry an on-board camera to capture all the action. The race can also be heard on MRN and SiriusXM Satellite Radio, channel 90.



### About Anderson's Maple Syrup

In 1928, Paul Anderson first shared the distinct taste of Wisconsin's Northwoods, delicately sweet pure maple syrup. Three generations later, the Anderson family carries on its sugar-making heritage. They bottle pure maple syrup from the same sugarbush their grandfather tapped so many years ago. Authentic pure maple syrup is a nutritious and natural alternative to artificial maple-flavored syrups. From its roots in Cumberland, Wisconsin, Anderson's Maple Syrup can now be

found in supermarkets and specialty shops across the country. For more information and to find more recipes and grilling ideas, visit [www.AndersonsMapleSyrup.com](http://www.AndersonsMapleSyrup.com).

#### **About Brookshire Grocery Company**

Brookshire Grocery Company (BGC) is a Tyler, Texas-based regional food chain that has been providing families with quality foods since 1928. We are committed to outstanding service, knowing that the customer is our top priority. Our goal is to proactively live our corporate mission statement - to provide a great food and shopping experience - and hope you rely on us to meet the needs of your family. BGC currently operates more than 150 store locations under the banners of Brookshire's Food Stores, Super 1 Foods Stores, Olé Foods, and FRESH by Brookshire's. For more information, visit [www.brookshires.com](http://www.brookshires.com).

#### **About Turner Scott Motorsports**

Turner Scott Motorsports was established in 1999 by Texas businessman Steve Turner, who was joined by partner Harry Scott Jr. as co-owner in 2013. This season will mark the fourth season of full-time NASCAR competition for the organization, which expanded in 2011 from a two-truck operation in the NASCAR Camping World Truck Series (NCWTS) to become the largest stand-alone multi-series team in NASCAR's top-tier touring series. The team earned its first championship when James Buescher captured the NCWTS title in 2012. Turner Scott Motorsports operates out of an 110,000 square-foot state-of-the art facility in Mooresville, N.C. The Chevrolet-backed team has created alliances with General Motors' powerhouse team Hendrick Motorsports, which provides engine support for both its NNS and NCWTS programs, and Earnhardt Technology Group for drive train and suspension technology assistance. For more information on Turner Scott Motorsports, visit [www.TurnerScottMotorsports.com](http://www.TurnerScottMotorsports.com).