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Green Biologics Signs Sweet & Savory Sponsorship with The Smoking Hills

GreenFlame™ selected as the lighter fluid of choice for renown pitmaster's barbecue competition team

Ashland, Virginia and Abingdon, Oxfordshire U.K. (May 8, 2017) – [Green Biologics, Inc.](#), the U.S. subsidiary of Green Biologics Ltd., a U.K. industrial biotechnology and renewable specialty chemicals company, announced today that [GreenFlame™](#), the company's USDA BioPreferred® certified, natural, clean burning fuel, is an official sponsorship partner of The Smoking Hills BBQ team. Founded by three-time world champion pitmaster Loren Hill and based out of Overland Park, KS, The Smoking Hills is well known within the barbecue industry for winning several prestigious competitions, including The World Food Championships BBQ Division, The World Food Championships Overall and The American Royal World Series of BBQ Invitational. By incorporating GreenFlame™ into its competitions, The Smoking Hills is helping to eliminate the harmful chemicals traditionally associated with lighter fluid and charcoal grilling.

"I first saw GreenFlame™ in action earlier this year at [The Kansas City BBQ Store](#) and was very impressed," said Hill. "The product burns cleanly and eliminates much of the smoke and kerosene smell I've experienced with competing lighter fluids without sacrificing performance or food quality. We're eager to take it on the road with us as we compete across the country."

Launched in January of this year, GreenFlame™ offers barbecuers and campers alike an eco-friendly alternative to traditional, petroleum-based lighter fluid. Following an initial retail commitment from [Kroger](#), the largest grocery retailer by revenue in the United States, the product has since been rolled out with Albertsons' subsidiary, [Safeway](#), which now offers GreenFlame™ in its 275 Northern California stores, and [Bristol Farms](#), an upscale grocery store in Southern California specializing in gourmet, organic and natural foods, which began offering the product to consumers last month.

"We're honored to be partnering with such a world class barbecue team to support the growth of our GreenFlame™ brand," said David Anderson, Global Vice President of Marketing for Green Biologics. "This partnership comes off a very successful debut at [HPBExpo](#), during which GreenFlame™ received an extremely positive reception, and quite a few retail commitments. It's wonderful to see the barbecue community welcoming our product, as consumers and retailers have, and to have such a reputable pitmaster put his trust in our lighter fluid as he tackles this year's competitions."

Those interested in seeing The Smoking Hills and GreenFlame™ in action can visit the team at the following events:

- 6TH Annual Veteran's BBQ (May 19-20, 2017; Valley, NE)
- Oldtown BBQ Throwdown (May 27-28, 2017; Kissimmee, FL)
- Big Blue BBQ Championships (June 2-3, 2017; Marysville, KS)
- Mankato BBQ Cookout Day 1 (June 9-10, 2017; Mankato, MN)
- Mankato BBQ Cookout Day 2 (June 10-11, 2017; Mankato, MN)

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- Silicon Valley BBQ Championships (June 23-24, 2017; Santa Clara, CA)
- Kansas Star Casino BBQ Shootout Day 1 (June 30-July 1, 2017; Mulvane, KS)
- Kansas Star Casino BBQ Shootout Day 2 (July 1-2, 2017; Mulvane, KS)
- Red White and Blue Que (July 8-9, 2017; Wheatland, MO)
- Smokin' Hot Cars & BBQ (July 28-29, 2017; Lola, KS)
- Smokin' Trakside BBQ & Brew Bash (August 11-12, 2017; Winston, MO)
- Flint Hills BBQ Fest (August 18-19, 2017; Emporia, KS)
- 10th Annual Big Island BBQ (August 25-26, 2017; Albert Lea, MN)
- American Royal Invitational (September 1-2, 2017; Kansas City, KS)
- American Royal Open (September 2-3, 2017; Kansas City, KS)
- Independence Fire & Ice (September 8-9, 2017; Independence, MO)
- Table Rock Boats and Bones (September 15-16, 2017; Kimberling City, MO)
- Jammin' in JC (September 22-23, 2017; Junction City, KS)
- World Food Championships (November 8-14, 2017; Orange Beach, AL)

For more information about The Smoking Hills, visit its [Facebook page](#).

To learn more about GreenFlame™, visit <http://www.greenflame.com/>.

About Green Biologics

Green Biologics Ltd (GBL) is a renewable specialty chemicals company based in Abingdon, England with a wholly owned U.S. operating company, Green Biologics Inc., based in Ashland, Virginia. GBL's *Clostridium* fermentation platform converts a wide range of sustainable feedstocks into high performance green chemicals such as n-butanol, acetone, and through chemical synthesis, derivatives of butanol and acetone used by a growing global consumer and industrial products customer base. The platform combines advanced high productivity fermentation with superior-performing proprietary *Clostridium* microbial biocatalysts and synthetic chemistry to produce a pipeline of high value green chemicals with optimal performance in downstream formulations.

Green Biologics was named to the Global Cleantech 100 list of the top Cleantech companies in the world for 2017 and was recently named the best renewable chemical company in the U.K. in the 2016 Clean Energy Awards.

Green Biologics is transforming the global specialty chemicals market, providing its customers with products and technologies that are more sustainable and higher value than petroleum-based alternatives. For more information, visit www.greenbiologics.com.

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