



## Applegate Farms Introduces Four New Items For The Holiday Season

***Dry Cured Bacon, Peppered Bacon, Honey & Maple Turkey and Black Forest Ham now available***

BRIDGEWATER, NJ (November 29, 2005) —Holiday entertaining just got easier, thanks to Applegate Farms. The company recently launched four new products destined to become favorites this holiday season and year 'round.

### **DRY CURED BACON**

Applegate Farms new **Dry Cured Bacon** is prepared using an old fashioned, hand crafted technique with a modern, environmentally friendly twist. Each slab of the premium bacon is carefully hand rubbed with salt and sugar and allowed to rest for seven days while the meat matures and develops complex flavors and aromas. Then, it is smoked using a new superheated steam process that creates intense flavor while preventing the creation of carcinogenic polycyclic aromatic hydrocarbons (PAH's) produced by fire-based smoking processes.

Like all Applegate Farms products, the new **Dry Cured Bacon** is nitrite free and comes from antibiotic-free, hormone-free pork. Each serving (2 slices) provides 90 calories, 4g protein and 5g fat (2g saturated). The product is sold in 8-ounce packages with a suggested retail price of \$4.99.

### **PEPPERED BACON**

Applegate Farms new **Peppered Bacon** is a delicious, fiery version of the company's ever-popular Sunday Bacon. Antibiotic-free, nitrite-free **Peppered Bacon** is hand-rubbed with Indian Malabar pepper to give it a rich spicy taste that's perfect for jazzing up Sunday breakfast, BLT's or a favorite bacon recipe. Each serving (2 slices) provides 90 calories, 4g protein and 5g fat (2g saturated). **Peppered Bacon** is sold in 8-ounce packages with a suggested retail price of \$3.99.

### **NEW ANTIBIOTIC-FREE DELI MEATS:**

#### **Black Forest Ham and Honey & Maple Turkey**

Applegate Farms' two newest deli meats are perfect for holiday platters and hearty, healthy sandwiches. Like all Applegate Farms Deli Meats, each variety is 100% antibiotic-free, hormone free and comes from livestock raised humanely on 100% vegetarian feed. They are also free of nitrites, gluten and casein. Both varieties are available in re-sealable 7-ounce packs with a suggested retail price of \$4.99.

Each serving (2 ounces) of **Black Forest Ham** provides 50 calories, 10g of protein and 1.5g of fat. **Honey & Maple Turkey** has 50 calories, 12g of protein and 0g fat per 2 ounce serving.

- More -

Organic & Natural Meat & Cheese

**Available Nationwide**

Applegate Farms new deli and bacon products are distributed nationwide in supermarkets and natural foods stores as well as online at [www.applegatefarms.com](http://www.applegatefarms.com).

**NOTE TO PRESS:** Interviews, product samples and product photos are available upon request.

**About Applegate Farms**

*Founded in 1987, Applegate Farms provides premium-quality, all-natural and organic meats to natural food stores, gourmet shops and supermarkets throughout the United States. The first in the country to offer a natural alternative in the "ready-to-eat" meat category, the company produces more than 80 natural meat products and 20 certified organic products — from turkey to Genoa salami — all made from antibiotic-free beef, pork, chicken and turkey without the use of artificial ingredients, coloring agents or chemical preservatives. Applegate Farms contracts exclusively with more than 200 small family farmers throughout the United States and Canada who follow the company's strict protocol for natural and organic practices, including the humane treatment of livestock. For more information, please contact Applegate Farms at 750 Rt.202 South, 3rd Floor, Bridgewater, N.J. 08807, call (908) 725-5800 or visit [www.applegatefarms.com](http://www.applegatefarms.com).*

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Organic & Natural Meat & Cheese