



Applegate Farms Organic Deli Line Awarded 2005 Editors' Pick by Progressive Grocer

BRIDGEWATER, NJ (September 19, 2005) — Applegate Farms Organic Deli line was chosen as a **2005 Editors' Pick by Progressive Grocer Magazine**. The publication reviewed more than 300 products before selecting a total of 62 winners representing dozens of supermarket categories. Criteria for selection included "overall usefulness, innovative or appealing packaging, and acuity at meeting the market's needs."

In announcing their selections, the editors at Progressive Grocer noted "It's worth pointing out that, as trade journalists, we looked for factors that would likely lead to success in the marketplace; as consumers, we had to like the products enough to consider buying them ourselves."

Applegate Farms is the first in the U.S. to offer a complete line of presliced certified organic deli products. In addition to the company's award-winning organic Roast Beef, the line includes organic Roasted Turkey, Smoked Turkey, Roasted Chicken, Smoked Chicken, Ham, Genoa Salami, Turkey Bologna and three cheeses: Cheddar, Monterey Jack and Muenster.

Retailers can merchandise Applegate Deli products in a peg set or flat case. The line is convenient for small retailers who lack space for a full delicatessen. The organic deli meats are available in 7-ounce packs, and the organic cheeses come in 4-ounce packages. The products are distributed nationwide in supermarkets and natural food stores as well as online at www.applegatefarms.com. Suggested retail price: \$6.99.

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.

Organic & Natural Meat & Cheese