



Applegate Farms Organic Roast Beef Voted “Best-in-Category” By Two Leading Consumer Publications

*Health Magazine and Men’s Health honor product for
great taste and superior nutrition*

BRIDGEWATER, NJ (June 11, 2005) —On the market less than one year, Applegate Farms’ new pre-sliced Organic Roast Beef is earning healthy praise from the consumer press. The product is one of only thirty to receive Health Magazine’s 2005 “Best of Food Award” and has earned a Men’s Health 2005 Nutrition Award in the publication’s 4th Annual “125 Best Foods for Men”.

Health Magazine’s Best of Food Awards are chosen by a panel of industry experts—including Today Show Food Correspondent Phil Lempert and Food Network’s Rachael Ray—who reviewed hundreds of products before selecting the best in each category. In announcing their selection, the publication noted, “Sandwich meats are often ho-hum, but we just loved this tender roast beef. At 110 calories and 3 grams of fat per serving, it’s a great way to satisfy your beef cravings as well as your conscience—all of the company’s animals are free of hormones and antibiotics.”

According to the editors at **Men’s Health**, the 125 products chosen to receive the magazine’s **2005 Nutrition Awards** are “the foods you’ll *want* to eat, not feel you *have* to eat.” The team of editors and nutrition experts who selected Applegate Farms Organic Roast Beef for the 2005 honor concluded: “Wow. Just-cooked taste and texture, and a surprisingly low 230 mg sodium.”

Applegate Farms is the first in the U.S. to offer a complete line of presliced organic deli products. In addition to the award-winning organic Roast Beef, the line includes organic Roasted Turkey, Smoked Turkey, 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