



Applegate Farms hits a homerun with new Organic Stadium-Style Hot Dogs

Hearty beef dogs offer pure meat with classic ball park taste

BRIDGEWATER, NJ (September 12, 2005) — Applegate Farms today announced the launch of the newest addition to its growing line of organic frankfurters, **Organic Stadium-Style Hot Dogs**. The new product will be on store shelves this fall—in time for the 2005 World Series Playoff season and the first NFL kick-off.

Dogs with a Difference

“Like the big, juicy dogs you get at a ballpark, our new **Organic Stadium-Style Hot Dogs** are made with a full 2 ounces of pure organic beef,” says Stephen McDonnell, President of Applegate Farms. “But with our dogs, you don’t have to worry about what’s in them or how the meat was raised.” Continues McDonnell; “We work hard to earn the trust and loyalty of our customers by ensuring quality at every phase of production—from the farm to the table. So for me, a homerun is hearing customers say they will only buy Applegate Farms for their family.”

While most hot dogs weigh 1.5oz each, the new Stadium-Style Hot Dogs are made with 2 ounces of 100% certified organic beef, raised on vegetarian grain feed without the use of antibiotics or growth hormones. They are seasoned with a hearty blend of garlic and spices designed to appeal to adult palates. Like all Applegate Farms meats, the hot dogs are nitrite free and contain no harmful chemical preservatives. They are also gluten and casein free.

Available in 16oz. (1 pound) packages containing eight 2-ounce hot dogs per pack, the new product will be distributed nationwide in supermarkets and natural foods stores as well as online at www.applegatefarms.com. **Suggested retail price: \$5.99.**

ORGANIC STADIUM STYLE HOT DOGS TO BE INTRODUCED AT NATURAL PRODUCTS EXPO EAST (September 16-18), Booth #1111 at the Washington Convention Center, Washington D.C. 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.

Organic & Natural Meat & Cheese