



Applegate Farms Introduces Three New Breakfast Meats

Uncured Canadian-Style Bacon and frozen Breakfast Sausages satisfy consumer demand for all natural, antibiotic-free meats

BRIDGEWATER, NJ (August 2, 2006) — Applegate Farms, a company synonymous with all natural and organic meats, announced today the addition of three new breakfast meats: **Uncured Canadian-Style Bacon, Chicken & Maple Breakfast Sausage and Chicken & Sage Breakfast Sausage.**

Bacon Pioneers

Applegate Farms' new **Uncured Canadian-Style Bacon** is the latest addition to the company's full line of antibiotic-free uncured bacon offerings. When Applegate Farms introduced their popular Sunday Bacon in 1988, it was the first antibiotic-free bacon on the market with no added nitrates. The new **Uncured Canadian-Style Bacon** was developed as a result of strong customer demand and continues the company's commitment to offer healthier meat choices. The product is made from lean cuts of premium antibiotic-free pork that is marinated and slowly cooked for 6-8 hours before being flavored with a natural smoking process. Each 2-slice serving provides 90 calories with only 4g of fat (1.5g saturated). **Uncured Canadian-Style Bacon** is sold pre-sliced in 6 oz. packages with a suggested retail price of \$5.49.

More Sausage Please

The company's new **Chicken & Maple** and **Chicken & Sage** frozen **Breakfast Sausages** join one of Applegate Farms' best-selling frozen items, **Chicken & Apple Breakfast Sausage**, giving retailers the opportunity to offer more variety in a complete product set. All three flavors offer great taste and 70% less fat than typical pork sausages and approximately 25% less sodium. They're also conveniently pre-cooked and easy to prepare. Each 3-link serving of **Chicken & Sage Breakfast Sausage** does not contain sugar and provides 140 calories with only 8g total fat (2g saturated). A serving of **Chicken & Maple Breakfast Sausage** provides 150 calories and 8g total fat (2g saturated) per serving. The sausages are sold frozen in 8-ounce boxes with a suggested retail price of \$5.49.

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