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The Great Organic Hot Dog - 100% Organic Grass-Fed Beef Hits Stores Nationwide for 4th of July

BRIDGEWATER, NJ (June 2006) - Just as demand for organics and grass-fed beef hits the headlines, **Applegate Farms**, a leader in organic and antibiotic-free deli meats since 1987, proudly introduces **The Great Organic Hot Dog** to everyone, everywhere, across the nation. Made from 100% organic grass-fed and finished beef, these lean hot dogs are bursting with old-fashioned hot dog flavor. "I wanted to take America's favorite food, create a delicious organic version, and then make sure it was available in grocery stores throughout the country. This is a hot dog I would happily feed to my children," says Steve McDonnell, owner of Applegate Farms.

The Great Organic Hot Dog:

- **A Healthier Hot Dog:** Made from 100% organically raised, grass-fed and finished beef. **The Great Organic Hot Dog** weighs in at 8 grams of fat compared to the average 15 grams in most hot dogs. Grass-fed beef is high in omega-3 fatty acids (the good fats).
- **Worry-free Eating:** No growth hormones or antibiotics; no nitrites or nitrates; no gluten or casein; no fillers, colorings, sugars or sweeteners, MSG, or animal by-products of any kind.
- **Classic Hot Dog Flavor:** Made from lean, quality cuts of beef. Juicy, flavorful and delicious!

The Great Organic Hot Dog will be available at grocery stores throughout the country in time for the 4th of July. The 8-pack, 16-ounce packages have a suggested retail price of \$4.99.

Interviews, product samples & photos of **The Great Organic Hot Dog** are available to the media upon request.

About Applegate Farms

Founded in 1987, Applegate Farms provides premium-quality, all-natural and organic meats to natural-foods 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 Route 202 South, 3rd Floor, Bridgewater, NJ 08807, call (908)725-5800, or visit www.applegatefarms.com.

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Organic & Natural Meats