



## Applegate Farms Launches Three New Items **Sliced Pepperoni, Sliced Roasted Chicken, Chipotle Chicken**

*BRIDGEWATER, NJ (March 13, 2006)*—Applegate Farms, a leading producer of natural and organic meats, has launched three new versions of some of the company's most popular products.

### **SLICED PEPPERONI**

Applegate Farms' popular service deli **Pepperoni** is now available pre-sliced in convenient five-ounce packages. Sliced thicker than most brands on the market, it's the perfect size for homemade pizza, snacks, and hors d'oeuvres. Made from lean cuts of premium antibiotic-free pork, it contains 62% less total fat, 70% less saturated fat, and 33% less sodium than most of the pepperoni on the market. Like all Applegate Farms' products, it is all natural, with no added nitrites, nitrates, or chemical preservatives.

Each two-ounce serving provides 60 calories, 5 grams of protein, and 5 grams of fat (1.5 grams saturated fat). In contrast, most conventional pepperoni products contain 13 grams of fat (5 grams saturated fat). While many supermarket brands contain 480 mg of sodium per serving, Applegate Farms' sliced **Pepperoni** contains 320 mg per serving (13% DV).

Sliced **Pepperoni** is available in five-ounce pillow packs with a suggested retail price of \$4.99.

### **SLICED ROASTED CHICKEN BREAST**

Currently offered in bulk for the service deli, **Roasted Chicken Breast** is now available pre-sliced in convenient re-sealable seven-ounce packages. Premium cuts of antibiotic-free and hormone-free whole chicken breasts have been delicately seasoned, then slow-roasted so that the meat will stay moist. Each two-ounce serving provides 60 calories, 11 grams of protein, and no fat. It is also free of nitrites, gluten, and casein.

**Roasted Chicken Breast** is available in re-sealable seven-ounce packages with a suggested retail price of \$5.99.

### **BULK CHIPOTLE CHICKEN**

Applegate Farms' new hot and spicy **Chipotle Chicken** is now offered in bulk for the service deli. It's made from premium cuts of antibiotic-free and hormone-free chicken breasts that have been marinated and cooked in a zesty sauce of smoky chipotle chiles, New Mexican chiles, fresh garlic, and onions. Each two-ounce serving provides 60 calories, 12 grams of protein, and 1 gram of fat (no saturated fat).

**Chipotle Chicken** is available in bulk for the service deli with a suggested retail price of \$10.99 per pound.

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Organic & Natural Meat & Cheese



### **Available Nationwide**

Applegate Farms' new sliced **Pepperoni**, **Sliced Roasted Chicken Breast**, bulk **Chipotle Chicken Breast**, and the company's other products are distributed nationwide in supermarkets, at natural-foods stores, and online at [www.applegatefarms.com](http://www.applegatefarms.com).

**Interviews, product samples, and photos are available 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](http://www.applegatefarms.com).*

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