



Bringing Home a Better Bacon

Applegate Farms introduces two new organic bacons: Organic Sunday Bacon and Organic Turkey Bacon

BRANCHBURG, NJ (Feb. 23, 2004) – Bacon is undergoing a culinary resurgence, popping up in shopping carts and on menus across America. Now, thanks to Applegate Farms, smart cooks can bring home a better bacon. Applegate Farms' new Organic Sunday Bacon and Organic Turkey Bacon offer everything the conscientious consumer wants: premium taste and quality along with the environmental and health benefits of USDA organic certification.

"When we introduced our original Sunday Bacon back in 1988, we were the first to offer antibiotic- and nitrite-free bacon," says Stephen McDonnell, president and CEO of Applegate Farms. "Sunday Bacon has always been one of our most popular items, and we're thrilled to add two new organic bacons to our line — including the first organic turkey bacon available in the U.S."

About Applegate Farms Products: In addition to bacon, Applegate Farms produces a full line of natural and organic meats; all made from antibiotic-free pork, chicken, turkey and beef. The company was founded on the principle that "you can't separate taste from health, or principles from production."

"We believe in helping people eat healthier portions of the highest-quality meats," McDonnell says. "While we don't encourage our customers to eat bacon every day, we do want them to have the healthiest and best-tasting bacon available."

Applegate Farms Organic Sunday Bacon is old-fashioned country bacon made from premium certified organic pork. Each slice comes from hand-trimmed organic pork bellies, smoked for hours over apple wood and marinated for several days to achieve optimum flavor. Unlike most conventional bacons, the product is pure, and the meat is not "pumped" with excess water. McDonnell notes that Sunday Bacon was named to remind people to eat in moderation. He stresses, however, that the product can be consumed any day of the week. Each serving (two slices) provides 60 calories, 4 grams of protein and 5 grams of fat (2 grams saturated).

Applegate Farms Organic Turkey Bacon is made from thick, meaty cuts of whole muscle turkey, not emulsified and formed like conventional turkey bacon. Seasoned with hand-harvested sea salt, maple sugar and evaporated maple syrup, each serving (1 slice) contains only 30 calories, with 5 grams of protein and 1 gram of fat (and NO saturated fat).

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Organic & Natural Meat & Cheese



About Organic: Certified organic bacon comes from livestock raised in humane conditions and fed only certified organic, 100 percent vegetarian feed. Like all Applegate Farms products, Organic Sunday Bacon and Organic Turkey Bacon are minimally processed, antibiotic-free and contain no added nitrites or chemical preservatives.

Both new products are available nationwide at Whole Foods and other fine supermarkets. Suggested retail price is \$4.49 per 8-ounce package for both for the Organic Sunday Bacon and Organic Turkey Bacon.

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 U.S. The first in the country to offer a natural alternative in the "ready-to-eat" meat category, the company now 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. All Applegate products are made without the use of artificial ingredients, coloring agents or chemical preservatives. Applegate Farms contracts exclusively with more than 200 small family farmers throughout the U.S. 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 (908) 725-5800 or visit www.applegatefarms.com.

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