



## The Meat Guys Do It Again With Antibiotic-Free Prosciutto & More *The Meat Guys do it again with antibiotic-free prosciutto & more Traditional Italian Deli Meats Added to Applegate Farms' Line*

BRANCHBURG, NJ (Dec. 11, 2001) – Stephen McDonnell, "The Meat Guy," and Chris Ely, "The Other Meat Guy," of Applegate Farms, announced today that their natural meat company has introduced a full line of traditional Italian deli meats. Guaranteed antibiotic-free, these meats are sourced from small family farms and are certified "Free Farmed" - that is, cruelty-free - by the American Humane Association.

Who would've thought Old World culinary classics, like prosciutto and pancetta, would meet New World demands for clean, natural and humane practices? The Meat Guys, that's who.

Based on the success of their Genoa salami and pepperoni sales in natural food stores such as Whole Foods Market and Trader Joe's, McDonnell and Ely decided to branch out to other Italian meats for sandwiches and classic sauces. Both East Coast raised, the two "foodies" knew the natural foods marketplace had become less fearful of cured meats and more sophisticated on a culinary level. They also knew that natural foods shoppers were ready for traditional meats without the modern additions of nitrites, coloring agents and other chemical preservatives.

The following product SKUs are now available in pre-sliced packages and in bulk at fine delicatessens and grocers:

- **Prosciutto Pronto:** Dry-cured ham trimmed and boned prior to curing, making it leaner than traditional prosciutto. New!
- **Pancetta:** Italian-style bacon, rubbed with sea salt and seasonings, then rolled and dry cured.
- **Coppa:** Richly flavored, sliced boneless pork shoulder made with mild seasonings – more flavorful than prosciutto. New!
- **Mortadella:** Finely ground pork meat midex with select seasonings and pistachios then slowly roasted, giving it a smooth, light flavor. New!
- **Salametti:** Smaller version of the Genoa, slightly milder. New!
- **Genoa:** Salami made from select lean pork that is chopped, ground and dry cured.
- **Pepperoni:** Spicy, dry-cured salami made from pork

"Americans of every descent have long embraced Italian food," said Ely, who is also a European-trained chef. "I knew we could honor Italian craftsmanship when it came to cured meats and achieve a domestic product that also honors American concerns for health and food safety. It took three years of kitchen testing, but it's been worth the wait."

Whether for holiday open house antipasti or winter tailgate parties, Applegate Farms' new traditional Italian meats retail for about \$3.99 to \$4.99. The line can be found in Whole Foods Markets, Vitamin Cottage and Trader Joe's on the East Coast.

*Applegate Farms has provided healthy deli meats to natural products stores since 1987. The company produces more than 50 natural deli meat products - from turkey to Genoa salami - all made from antibiotic-free beef, pork and poultry. The company never uses artificial ingredients, coloring agents or chemical preservatives in processing. In addition, the company exclusively contracts with more than 50 small family farmers in Canada and Pennsylvania. These family farms follow Applegate Farms' strict protocol for natural and organic practices as well as the humane treatment of livestock. For more information about the company, visit [www.applegatefarms.com](http://www.applegatefarms.com).*

Organic & Natural Meat & Cheese