



A New Year's Resolution: Eat Bacon! (At Least on Sundays)

***The Meat Guys do it again with antibiotic-free prosciutto & more
Traditional Italian Deli Meats Added to Applegate Farms' Line***

BRANCHBURG, NJ (Dec. 21, 2000) – Resolve to eat bacon for New Year's? Insane! Of all the foods that health experts warned consumers about in the 1980s and beyond, bacon was perhaps thought to be the most serious offender. Right? No more.

A smart consumer can safely resolve to eat bacon for two reasons: bacon's rich flavor and new, healthier bacon options. Consumers now have a natural alternative-bacon that satisfies an appetite for old-time flavor, in healthy moderation. Applegate Farms, one of America's leading producers of natural deli and specialty meats, has developed a bacon that is not only flavorfully smoked for 12 hours over hardwoods, but contains no chemical nitrates, and comes from humanely raised, antibiotic- and synthetic growth hormone-free hogs. It is, quite simply, the world's first healthy bacon.

Bacon -- previously stigmatized as a fatty, heart disease-inducing, chemical nitrate- and preservative-laden meat -- is enjoying a renaissance, and can now be happily included in a new year's diet. Bacon consumption rose 21 percent between 1997 and 2000, according to the National Pork Producer's Council. What's more, Martha Stewart showcased the different types and uses of bacon in *Living* magazine, and chefs across the nation are using it in frisee salads and as a flavor starter in tomato sauces and soups.

This premier bacon, affectionately dubbed "Sunday Bacon" by Applegate Farms, is the brainchild of Stephen McDonnell, Applegate Farms' president. "We really are conscientious carnivores at our company. We love the true flavor of premium meat, but we acknowledge the environmental and health benefits of a vegetarian diet. The solution is 'less is more.' Less consumption but more quality when you do consume meat is our mantra." Pass the bacon, hold the antibiotics... it's time Americans enjoyed meat again.

Per Applegate's philosophy of healthy eating and of "less is more," a few sizzling strips of Sunday Bacon on a BLT or with bagels and orange juice at a brunch make a perfectly healthy and well-deserved treat. Sunday Bacon also provides a rich, smoky flavor to sauteed vegetables and other nourishing dishes. Applegate Farms recommends no more than five ounces of bacon consumption per day, the equivalent of 2 strips of bacon.

This philosophy concurs with the advice of Mary Mulry, Ph.D. in Food Science and Human Nutrition and president of FoodWise, a consulting firm for the natural products industry. "Bacon can be healthy when paired with low-fat items like salads, tomato sauces, lentil or split pea soup, and to complement side dishes," she said. She also points out that items like bacon, used in moderation, may help people maintain healthy eating habits: "It's much easier to maintain a healthy low-fat diet with a wide variety of foods. Small amounts of a high-fat food, like bacon, can help reduce total food consumption during a given meal because they create a greater feeling of satisfaction."

Organic & Natural Meat & Cheese



Applegate Farms' Sunday Bacon is available at select grocery stores across the country as well as natural foods markets such as Whole Foods and Wild Oats. The 8-ounce package retails for \$3.49 to \$3.99. For those who'd like variety in their breakfast meats, Applegate also offers low fat Turkey Bacon, Peppered Bacon, and Low Salt Bacon.

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 its Web site at www.applegatefarms.com.

Bacon Bits

-- Pork producers have been trying for decades to breed a leaner animal with less fat. The average hog in 1955 yielded forty pounds of lard; today, the average hog yields a quarter of that.

-- "At breakfast we begin with porridge... We then eat two thin rashers of bacon. And we conclude with a piece of toast and some Tiptree marmalade... Such is our simple fare, and we find it not only enough for health, but positively all we can eat." -Life Without Servants

-- "Bacon tastes good." -John Travolta, "Pulp Fiction"

-- Suppliers for Antarctic research cruises sometimes purchase around 800 pounds of bacon for the crew. That's about six months supply for fifty hard-working people.

-- The Oracle of Bacon at Virginia will determine "Six Degrees of Kevin Bacon" for any actor.
<http://www.cs.virginia.edu/oracle>

-- Applegate Farms sold 15,000 pounds of bacon in 2000; the company has sold approximately 159,000 pounds of bacon since 1987.

-- Applegate Farms' Sunday Bacon is made from choice pork marinated for several days, then treated with European sea salt and smoked for at least twelve hours over hardwood fires.

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For more information about "Free Farmed" and humanely raised livestock practices, visit www.americanhumane.org.

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