



News Release

Contact: Julie Kupst
Applegate Farms
(908) 725-5800 Ext. 217
Julie.Kupst@applegatefarms.com

Applegate Farms offers two new deli items

Sliced Honey Ham and Virginia-Brand Ham are latest additions to company's expanding line of premium deli meats and cheeses

BRIDGEWATER, N.J. (February 21, 2007) — To help meet increasing demand for natural and organic deli products, Applegate Farms has added two new items to the company's popular line of premium deli meats and cheeses.

HAM IT UP

Applegate Farms' new **Virginia-Brand Ham** is the company's latest offering for the service deli. Made from premium cuts of antibiotic-free pork, the ham is prepared in true Virginia-style for a delicious, gently smoked flavor. Like all Applegate Farms products, it is 100% natural with NO artificial preservatives, ingredients, fillers or by-products of any kind.

Each serving (2 ounces) contains 50 calories and 1.5g fat (0.5g saturated). The bulk hams are packed 2 to a case (Case Wt. 10-12 lbs.) with a suggested retail price of \$8.99 per pound.

The company's new **Sliced Honey Ham** is made from premium whole muscle cuts of pork that have never been administered antibiotics, growth promotants or animal by products of any kind. Perfect on its own or in a sandwich, this hearty-textured ham has a delicious, delicate honey taste. As with all of the company's packaged deli products, it has the premium taste and quality customers expect from the service deli with the convenience of a pre-sliced, "grab and go," re-sealable package.

Each serving (2 oz.) provides 70 calories and only 1.5g fat (0.5g saturated). The product is sold in re-sealable 7oz. packages with a suggested retail price of \$5.99. The product is packed 16 to a 7 pound case.

NOTE TO PRESS: Interviews, product samples and product photos are available upon request.

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 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 Rt.202 South, 3rd Floor, Bridgewater, N.J. 08807, call (908) 725-5800 or visit www.applegatefarms.com.

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