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## **Prepare for the Wurst: New Applegate Farms Certified Organic Pork Sausages**

*Organic meat innovator launches Greatest Little Organic Cocktail Franks and three flavors of dinner sausage – Organic Pork Kielbasa, Bratwurst and Andouille*

BRIDGEWATER, N.J. (Sept. 26, 2007) — Capitalizing on the success of its top-selling poultry sausage line, Applegate Farms introduces four new sausages made from organic, certified humane pork.

Three flavors of fully-cooked Organic Pork Dinner Sausage – Kielbasa, Bratwurst and Andouille – will reach stores just in time for tailgating, holiday entertaining and satisfying winter dishes like jambalaya and cassoulet. SRP for a 12-ounce package is \$6.99.

On the heels of the success of The Great Organic Hot Dog, Applegate Farms is launching The Greatest Little Organic Smokey Pork Cocktail Frank. These teeny weenies pack all the flavor of Applegate's big dogs, produced in small batches, flavored with fresh garlic and gently smoked. SRP is \$6.99 for 12 ounces.

### **What retailers expect from the market leader**

Applegate Farms already leads the dinner sausage category, with three of the top five SKUs tracked by SPINS. Up 29.2 percent in a year, Applegate Farms Organic Chicken & Apple Sausage is the top selling SKU in Frozen and Refrigerated Dinner Sausages, according to SPINS (52 weeks ending 6/16/07).

The new Applegate Farms pork sausages will fill holes in grocers' ready-to-eat meat assortment. They're the only organic pork offerings among major manufacturers' kielbasa, andouille and bratwurst sausages. Each is gently smoked and flavored with organic herbs and spices to create the mild and delicate taste of bratwurst, the fiery Louisiana bite of andouille or the fresh garlic taste of kielbasa.



The Greatest Little Cocktail Frank is the latest addition to Applegate Farms' top-selling hot dog line, which includes the Great Organic Hot Dog – the No. 1 hot dog in the natural channel, according to SPINS (12 weeks ending 8/11/07). Not just a party food, they taste great substituted for sausage in any dish. Kids love their size and dippability.

Applegate Farms' animals are never administered antibiotics or growth hormones. Its livestock are all raised humanely and receive only vegetarian feed with no animal by-products. Applegate Farms uses only the highest quality cuts of meat; no MSG, gluten or casein, fillers or excess water; and never chemical preservatives or additives.

Conscious carnivores who long for the taste of real pork sausage can now satisfy their cravings with flavorful Applegate Farms products, sold nationwide at natural grocers, specialty food stores and supermarkets.

**EDITORS: Interviews, product samples and photos available on request.**

### *About Applegate Farms*

*Founded in 1987, Applegate Farms ([www.applegatefarms.com](http://www.applegatefarms.com)) provides premium all-natural and organic meats to natural grocers, 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 28 certified organic products, from turkey to Genoa salami. Made from antibiotic-free beef, pork, chicken and turkey, our products contain no artificial ingredients, coloring agents or chemical preservatives. Applegate Farms contracts exclusively with more than 300 small family farmers across North America who follow the company's strict protocol for organic practices, including the humane treatment of livestock.*