



PRESS RELEASE

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Applegate Farms Cleans Up the Frozen Food Aisle

Bridgewater, N.J. (March 3, 2008) Applegate Farms introduces two new frozen products this month: **Certified Organic Chicken Strips and Sunday Sausages.**

The new **Certified Organic Chicken Strips** are the first of their kind, and will complement Applegate Farms top-selling antibiotic-free chicken nuggets. Made from Certified Organic chicken, and lightly coated with organic breadcrumbs, these chicken strips offer a healthy and delicious version of an American classic.

While delicious on their own, these strips taste great on top of a salad for a quick healthy meal, or served with a selection of dipping sauces for an easy party appetizer. The SRP for an 8-ounce package is \$6.99

With its new **Sunday Sausage** line, Applegate Farms brings brand recognition and a loyal consumer base to the natural breakfast sausage category. The new line of frozen uncooked sausages is available in the same delicious flavors as their Ready-to-Eat variety - **Chicken & Apple, Chicken & Sage, and Chicken & Maple.**

These healthy sausages are the perfect accompaniment to eggs and pancakes, but are equally delicious on the grill, or as flavorful additions to soups and stews. The SRP for an 8-ounce package is \$5.49.

About Applegate Farms

Founded in 1987, Applegate Farms (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.

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