

**For Immediate Release**

**Strauss Brands, Milwaukee, WI**

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## **Simple Ingredients, Amazing Dishes, Extraordinary Chef**

**Atlanta, GA**—Ask Chef Linton Hopkins, co-owner and executive chef of Restaurant Eugene and Holeman & Finch Public House, what he thought after learning he was one of *Food and Wine Magazine's* 2009 "Top 10 Best New Chefs in America" and he is hard-pressed to answer. The Atlanta native and new darling of the national culinary scene is too busy keeping up with business to spend much time dwelling on his new-found fame.

His culinary style? Chef Linton prefers fresh ingredients, simply prepared over complicated dishes; he proudly features non-traditional items, such as his surprisingly popular "Parts" menu at Holeman & Finch Public House. Furthermore, he is passionate about animal welfare and all-natural ingredients.

An ardent – but conscientious – carnivore, Chef Linton insists on knowing how all the food he serves is raised. "While in college, I was a volunteer for Greenpeace. I went door-to-door educating people about the importance of animal compassion. That is where I learned how interconnected we are with the animals we eat. The other thing I realized is that when you raise an animal right, it returns to you the gift of healthy, wholesome, and delicious meat that is better for you and better for the environment." Given that philosophy, some might be surprised that veal is proudly promoted on the menu at both of the national award-winner's restaurants. However, according to Chef Linton, he specifically chose Strauss *Free Raised*® veal because it meets all of his strict standards... and more.

"Strauss *Free Raised*® veal is special, unlike anything I have ever tasted before," said Chef Linton. Raised on open pastures, never tethered or confined, and drinking only mother's milk, Strauss *Free Raised*® veal re-introduces authentic, centuries-old pasture-raising conditions. "This is the kind of veal I heard about from old-world chefs, but never had the chance to work with until now. It literally hasn't been commercially available in America since before WWII and the industrialized agriculture revolution," explained Chef Linton. "*Free Raised*® veal's flavor is amazing, and it is incredibly tender; we have a hard time keeping up with nightly demand."

Relatively new to the market, Strauss *Free Raised*® veal has only recently become available in Atlanta. Area chefs can buy it wholesale from Buckhead Beef Company. Consumers, luckily, can buy the product every day at their neighborhood Whole Foods Markets.

Mike Moore, head butcher at the Whole Foods Market in Buckhead, has over twenty years of experience behind the counter. He says that Whole Foods Market made a switch in its product offerings to carry only Strauss *Free Raised*® veal because of the overwhelming benefits of the product. "We were

blown away when we learned the story of Strauss *Free Raised*<sup>®</sup> veal. It has less total fat, saturated fat, and cholesterol than a boneless, skinless chicken breast; our customers love that.” Whole Foods’ customers expect the best, and to be on the leading edge of, fresh, wholesome, and delicious meats. “Once we tasted this authentic, pasture-raised veal,” said Moore, “we knew it was the right thing for our customers.”

Moore said his guests once again feel good about enjoying veal, thanks to the Strauss *Free Raised*<sup>®</sup> brand; “it is incredibly flavorful and tender.” Many customers substitute all-natural, antibiotic, and hormone-free *Free Raised*<sup>®</sup> veal into their favorite beef recipes, according to Moore. “The flavor is so light and clean, it can be used in almost any recipe or cooking application – from a guiltless burger to traditional osso bucco dishes.”

The all-natural diet and raising conditions mean Strauss *Free Raised*<sup>®</sup> veal calves consume natural amounts of dietary iron from their mother’s milk and the pasture grass they nibble. Iron is what determines the color of veal. “For years, consumers were told to look only for white veal. Today, we know that was poor advice,” says Julie Toman, Director of National Accounts, Buckhead Beef Company, who has found chefs’ demand for the amazing product growing steadily. “When it comes to pasture raising, truly, redder veal is better veal.”

“Nationwide, the tide is turning, and consumers are searching for all-natural proteins that are raised right” said Randy Strauss, third-generation co-owner of Strauss Brands. He and his brother, Tim, have worked tirelessly to bring this product to the market. “Traditionalists, who once sought out only white veal, now look for the signature rich color of *Free Raised*<sup>®</sup> veal as a sign of health and wholesomeness. Today’s shoppers are eco-conscious, health-conscious, and animal-welfare conscious; to find a product that fits all their needs, we have to go back to basics.”

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To find out more, please visit [www.freeraised.com](http://www.freeraised.com). **Strauss Brands, Franklin, WI** is a third-generation family-owned veal and lamb company. In addition to *Free Raised*<sup>®</sup>, the company also produces Strauss *Meadow Reserve*<sup>™</sup>, available exclusively from Allen Brothers, Chicago, IL.