

For Immediate Release
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What Color is Delicious?
Richer Colored Veal Drawing Attention at Meat Counters Across America

Franklin, WI, November 10, 2009. American grocery shoppers have a new option in the veal section for special holiday meals and everyday dining – richer colored, flavorful, Free Raised® veal. Authentic, pasture-raised veal is making a comeback at retailers such as Whole Foods Market® stores across America.

Free Raised® calves enjoy nature's intended diet of mothers' milk and pasture grass, both of which naturally provide dietary iron. Most Americans are unaware of the fact that the color of veal is mostly determined by the amount of dietary iron the calves receive. The less iron, the paler the meat and the higher the risk for animal health concerns. Iron consumed naturally from mother's milk and pasture grass produces richer colored, yet delicately flavored veal. This is the way veal looked and tasted decades ago, before confinement raising became the industry norm.

Free Raised calves are antibiotic and hormone free – naturally; they are always free to roam with the herd and are sustainably raised, a benefit for the environment, the calves, and for us. The natural, richer color of Strauss *Free Raised*® veal is a shopper's reassurance of authentic flavor and sustainable pasture raising.

Strauss *Free Raised*® veal is incredibly tender, flavorful veal, just as nature intended. Cutlets are delicate and fork tender – perfect for classic veal dishes, such as piccata, parmesan, or marsala. Imagine how a delicious simmering pot full of osso bucco tastes on a crispy fall day. It's also a great time to take advantage of the value-priced items that are perfect for braising, stews, meatloaf, and more – true winter comfort food at its best. The possibilities are endless.

For the centerpiece of your holiday table, don't forget the classic veal rib roast. Season with olive oil, salt, pepper, and your favorite herbs, then slow cook in the same manner as a prime rib of beef for an amazingly tender and flavorful holiday meal that is lighter in calories and environmentally conscious.

Strauss *Free Raised*® veal is available every day at Whole Foods Markets. Products range in price from everyday affordable to a tasty splurge. Always on the cutting edge of humane and sustainably raised proteins, Whole Foods Market was the first retailer in the nation to feature Strauss *Free Raised*® veal.

Strauss *Free Raised*® veal is a true adventure for the taste buds. Trying a bite is like tasting veal for the very first time. And, remember, when shopping for veal, redder is better.

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

Strauss Free Raised® veal is available to consumers nationwide – the products are carried in select Whole Foods Market stores, Lunds & Byerly's and can be purchased online via AllenBrothers.com.

Suggested retail:

veal hot dogs (\$5.99-\$6.99)

ground veal (\$5.99-\$7.99)

veal roast (\$6.99-\$8.99)

Osso Bucco (\$11.99-14.99)

scaloppini (\$17.99-19.99)

veal chops (\$19.99-\$24.99)