

For Immediate Release

Contact: Blake Davis

**Strauss Free Raised® veal is light and delicious on the grill**

After surviving yet another long, cold winter, few moments are as welcome or as cherished as the first spring firing of the grill. Yet, this summer brings with it a new passion and challenge – to grill sustainably, healthy and humanely raised entrées.

Strauss Free Raised veal is the answer. It is perfect on the grill, and healthy, delicious alternative with less fat, saturated fat and cholesterol than a boneless, skinless chicken breast. Free Raised® veal rib and loin chops are as easy to prepare as a beef rib eye steak, simply splash with olive oil, season to taste and grill to preferred degree of doneness. Free Raised® ground veal cooks up moist and juicy burgers – their light, delicate flavor is the perfect canvas for your favorite seasonings and toppings. One of our favorites is spinach and feta cheese burgers.

New this summer is Strauss Free Raised® veal hot dogs. Always juicy and flavorful and made with veal that was fed an all-natural diet of mother's milk and pasture grass, with no added hormones or antibiotics, they are uncured, MSG free and gluten free. These hot dogs are a crowd pleaser whether you are throwing a backyard BBQ or trying to find a tasty and nutritious snack for your picky eater.

For the ultimate in ease and taste, simply pound a cutlet, season with salt and pepper, coat with olive oil and quickly grill each side. Serve with a drizzle of extra virgin olive oil and a squeeze of fresh lemon for a hassle-free, everyday meal the entire family with love. Only mom will know how healthy it is.

Strauss Free Raised® calves are naturally antibiotic and hormone free because they are sustainably raised nature's way—free to roam with their herd on open grass pastures - 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. Remember, when shopping for pasture-raised veal, redder is better.

Strauss Free Raised® veal is available every day at select Whole Foods Market® stores nationwide and from Allen Brothers at [allenbrothers.com](http://allenbrothers.com). 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 pleasure for your taste buds. Trying a bite is like tasting veal again for the very first time.

###