



FOR IMMEDIATE RELEASE

Contact:

Mischel Schonberg

513-239-3393

mischel@freemancommunications.biz

Chris Anderson

859-685-4411

canderson@llbcorp.com

Laura's Lean Beef Ready-to-Eat Entrees: The Convenient, All Natural Answer to "What's for Dinner?"

LEXINGTON, KY – It's 4 p.m. on a weekday: do you know what's for dinner? A recent poll shows 75% of Americans don't. And, while the majority of adults surveyed say they want to reduce the amount of fat and salt in their family's diet, they readily admit that a healthy, well-balanced meal often takes a back seat to the convenience of take-out.

Laura's Lean Beef, North America's leading lean, natural beef company, has three award-winning solutions for busy families who want to eat healthy and still enjoy the nutritional benefits of red meat. These great tasting, ready-to-eat beef entrees are significantly lower in fat and saturated fat than conventional beef, rich in protein, and lower in sodium than other prepared foods. Best of all, they are a snap to prepare in minutes using a microwave, stovetop or conventional oven.

Beef Pot Roast Au Jus

It takes time (and a little know-how) to get a homemade pot roast to turn out tender. So the fact that you can cut this heat-and-eat version with a fork is just short of miraculous. The hearty, homestyle, slow-cooked pot roast comes au jus. Heat it in a saucepan on the stove or in the oven, and you've got an ultra-lean delicious roast in about 5-10 minutes. Add carrots and potatoes for a meal that tastes like you cooked it all day long!

MSRP: \$6.99 - \$7.99

(16 oz. package)

Nutrition Facts: Per 5 oz serving: 110 calories, 4g fat (1.5g sat), 380mg sodium, 3g carbs, 17g protein

Certified by the American Heart Association

Shredded Beef with Barbecue Sauce

Lean and tender shredded beef dressed with smoky-sweet BBQ sauce is ready to heat and serve in minutes. Warm it up on the stove or in the microwave, then pair it with a whole grain bun or serve alone with a plate full of veggies. You'll have a slow-cooked style BBQ that rivals the best that Texas, Kansas and Oklahoma have to offer.

MSRP: \$6.99 - \$7.99

(16 oz. package)

Nutrition Facts: Per 5 oz serving: 245 calories, 5g fat (2g sat), 390mg sodium, 27g carbs, 2g fiber, 22g protein

Certified by the American Heart Association

Meatloaf with Tomato Sauce

Topped with a tomato glaze, this moist, flavorful meatloaf is the perfect, healthy “comfort food” to satisfy a hungry family. It’s just like Mom used to make! Heat and serve in less than 10 minutes with your favorite side dishes.

MSRP: \$6.99 - \$7.99

(16 oz. package)

Nutrition Facts: Per 5 oz serving: 230 calories, 8g fat (3.5g sat), 580mg sodium, 21g carbs, 19g protein'

What “Lean” Means

All Laura’s products are lower fat alternatives to conventionally produced beef.

That’s because the company starts with naturally leaner breeds of cattle like Limousin and Charolais, versus the popular Angus, and uses sustainable farming methods that yield exceptionally lean beef. The cattle are humanely raised, without growth hormones or antibiotics, and fed with a vegetarian diet of grasses and grains.

The result? Beef that’s so low in fat and saturated fat it meets the government’s definition for “lean” or “extra lean.”

For a food to be considered “lean,” it must contain less than 10g of fat, 4.5g (or less) of saturated fat and less than 95mg of cholesterol per serving.

To be classified as “extra lean,” it must contain less than 5g of fat, less than 2g of saturated fat and less than 95mg of cholesterol per serving.

Laura’s products are sources of high quality protein and provide significant amounts of B vitamins, iron, magnesium, zinc and selenium, all vital components of a well-rounded diet.

Laura’s Lean Beef has been awarded the Good Housekeeping Seal and five of its products have been certified by the American Heart Association (AHA). The AHA’s heart-check mark identifies products that meet the association’s criteria for saturated fat and cholesterol. The GH Seal and AHA’s heart-check mark are among the most trusted consumer icons.

Laura’s Lean Beef is available in more than 7,000 grocery stores nationwide. In addition to the premium packaged entrees, the company also offers a complete selection of fresh cuts of beef and frozen patties. For locations, visit www.laurasleanbeef.com.

###