



SMARTER BEEF 

## FOR IMMEDIATE RELEASE

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### ***Guilty Pleasure, Healthy Choice: Laura's Lean Ground Beef Serves Up Burgers with Benefits***

LEXINGTON, KY – With less than 9 grams of fat per serving, Laura's 92% Lean Ground Beef makes biting into a hot, juicy burger a guilt-free pleasure that's actually good for you.

Burgers have a reputation as a significant source of fat and saturated fat. It is, to a degree, a reputation that is deserved. Many of the things associated with this all-American favorite contribute to its unhealthy image, starting with the beef itself. The most popular types of ground beef used in burgers have as much as 30% fat content.

But, prepared with lean or extra lean ground beef and paired with delicious health-boosting toppings, this classic comfort food is suddenly transformed into a burger with benefits.

Laura's 92% Lean Ground Beef falls into the "lean" category. All are available in prepackaged 4 oz. servings. The 92% Lean Ground Beef is also available in fresh, preformed and ready-to-cook patties or as frozen patties, a convenient time-saver for impromptu cookouts.

As "extra lean" alternatives, consumers can choose Laura's 96% Lean Ground Round and Laura's 96% Lean Ground Sirloin.

### ***All Ground Beef Isn't Created Equal***

When it comes to choosing ground beef, it's important to realize that all are not created equal. Some versions, like the most popular and inexpensive forms sold in grocery stores, contain exceedingly high amounts of fat and saturated fat. Laura's 92% Lean Ground Beef has only 9g of fat.

This is possible because Laura's relies on 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 is so low in fat and saturated fat that 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.



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### ***Burgers as Part of a Balanced Diet?***

With Laura's Lean Ground products, consumers can feel better about burgers while deriving all of the benefits of lean beef in their diet.

According to the MyPyramid Food Guidance System, high quality, naturally nutrient-rich foods like low fat, lean beef help people get more essential nutrients in fewer calories.

A 3-ounce cooked serving of lean beef – an average size burger – contributes less than 10 percent of calories to a 2,000-calorie diet, yet it supplies more than 10 percent of the recommended Daily Value for: protein, zinc, vitamin B12, selenium, phosphorous, niacin, vitamin B6, iron and riboflavin.

A substantial body of evidence shows high quality lean animal protein can help in maintaining a healthy weight, building muscle and fueling physical activity – all of which play an important role in a healthful lifestyle and disease prevention.

### ***About Laura's Lean Beef***

Laura's Lean Beef has been awarded the Good Housekeeping Seal and many 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 products are 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](http://www.laurasleanbeef.com)

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