



SMARTER BEEF 

## FOR IMMEDIATE RELEASE

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### **Laura's Lean Beef Supports Heart-Healthy Innovation in the Kitchen as Sponsor of *Good Housekeeping's* "Cook Your Heart Out" Competition**

#### ***Winning Recipe Earns One Lucky Cook \$125,000***

LEXINGTON, KY – Laura's Lean Beef, the nation's leading lean and natural beef company, is pleased to announce its sponsorship support of *Good Housekeeping's* "**Cook Your Heart Out**," America's first heart-healthy cooking competition. The grand prize for the single most innovative recipe is \$125,000. The Test Kitchen of the Good Housekeeping Research Institute (GHRI) will evaluate the entries and select three finalists in each of six culinary categories to travel to New York and prepare their recipe for a panel of celebrity judges. In addition to the grand prize, \$5,000 will be awarded to the winner in each category.

#### **The categories are:**

- **Fast & Easy** – Get dinner on the table in 30 minutes with 6 ingredients or less
- **Family-Friendly** – Kid tested, kid approved
- **Elegant Entertaining** – Dishes to please (and impress!) a crowd
- **Occasional Treats** – Not-too-decadent desserts
- **Ethnic Favorites** – Flavor inspirations from around the world
- **Starters** – Anything that starts a meal or starts a day

"Cook Your Heart Out" entries will be accepted March 9 – May 15, 2010. Official rules are available at [www.goodhousekeeping.com/CYHOyour-recipes](http://www.goodhousekeeping.com/CYHOyour-recipes).

"*Good Housekeeping's* "**Cook Your Heart Out**" competition exemplifies the very principle that our company was founded on," says Chris Anderson, director of marketing and customer service for Laura's Lean Beef. "Americans don't have to give up the foods they love to live a heart-healthy lifestyle, they just have to be educated to choose items that are low in fat, saturated fat, cholesterol and sodium."

With 9 grams of fat or less per serving, all of Laura's Lean Beef products meet the government's definition for "lean" or "extra lean," debunking the myth that health-conscious consumers have to eliminate red meat from their diet.

"Frankly, beef has gotten a bad rap in the diet community," says Jenny Kramer, MS, RD, CDE, a dietician and diabetes educator at the Riley Hospital for Children in Indianapolis. "High-quality, lean animal protein helps maintain a healthy weight, build muscle and fuel physical activity – all of which play an important role in an active, balanced lifestyle and disease prevention."

"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," adds Kramer.



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Laura's uses naturally leaner breeds of cattle like Limousin and Charolais, versus the popular Angus, and practices 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.

Laura's Lean Beef has earned 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.

Laura's Lean Beef products are available in nearly 7,000 grocery stores nationwide. The company offers a complete selection of fresh cuts of beef, ground products (both fresh and frozen), and three award winning pre-cooked entrees. For more information or to locate a retailer, visit [www.laurasleanbeef.com](http://www.laurasleanbeef.com).

#### About Good Housekeeping

Founded in 1885, *Good Housekeeping* magazine reaches 25 million readers each month. The Good Housekeeping Research Institute, the magazine's consumer product evaluation laboratory founded in 1909, is dedicated to improving the lives of consumers and their families through education and product evaluation. Before any advertisement appears in the magazine, it must first pass the Good Housekeeping Research Institute's evaluations, and thereby become eligible to display the Good Housekeeping Seal. Products that have earned the Good Housekeeping Seal carry a limited warranty: if the product proves to be defective within two years of purchase, *Good Housekeeping* will replace the item or refund the consumer. Readers can also interact with the brand with *Good Housekeeping* mobile ([m.goodhousekeeping.com](http://m.goodhousekeeping.com)). In addition to its U.S. flagship, *Good Housekeeping* publishes 15 editions around the world. Hearst Magazines is a unit of Hearst Corporation and is one of the world's largest publishers of monthly magazines, with nearly 200 editions around the world, including 15 U.S. titles and 20 magazines in the United Kingdom, published through its wholly-owned subsidiary, The National Magazine Company Limited. Hearst reaches more adults than any other publisher of monthly magazines (73.8 million total adults, according to MRI, Fall 2009)

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