



SMARTER BEEF 

## FOR IMMEDIATE RELEASE

Contact:

Mischel Schonberg  
513-239-3393  
mischel@freemancommunications.biz

Chris Anderson  
859-685-4411  
canderson@meyerfoods.com

### ***Laura's Lean Beef Evens the Score in the Debate over Steak Versus Chicken***

LEXINGTON, KY – At first it may be hard to swallow – the idea that a tender, juicy piece of steak contains the same amount of fat and is just as good for you as eating a boneless, skinless piece of chicken.

Beef gets a bad rap when it comes to maintaining a heart healthy diet. Chicken and fish are often the prescribed proteins for people working to lose weight and live healthier. But there is beef available that has the same fat content as a skinless chicken breast or thigh when comparing cooked 3 oz. servings.

#### ***The Cure for Chicken Fatigue***

Laura's Lean Beef, North America's leading lean natural beef company, was founded on the principle that health conscious consumers don't have to give up red meat. They just have to be educated to select cuts that are low in fat and saturated fat.

Laura's makes it easy with a variety of fresh, lower fat alternatives to conventionally produced beef, so low that every product meets the government's definition for "lean" or "extra lean."

#### ***Cuts include:***

- Ribeye Steak
- Strip Steak
- Sirloin Steak
- Flank Steak
- Tenderloin Filet

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.

The company accomplishes this by using naturally leaner breeds of cattle like Limousin and Charolais, versus the popular Angus, and practicing 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 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.



SMARTER BEEF 

Page 2/Beef vs Chicken

### **Beef vs. Chicken as Part of a Healthy Lifestyle**

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.

A 3 oz. cooked serving of lean beef contributes less than 10 percent of calories to a 2,000-calorie diet, yet it supplies more than 10 percent of the daily value for protein, zinc, vitamin B12, selenium, phosphorous, niacin, vitamin B6, iron and riboflavin.

A study comparing the nutrient advantages of a 3 oz. cooked serving of lean beef to a 3 oz. cooked boneless, skinless chicken breast showed that an individual would have to consume anywhere between 3 and 7.5 servings of the chicken (between 9-oz. and 22.5-oz.) to achieve the equivalent intake of B12, zinc and iron provided in the lean beef.

“The message is simple,” says Chris Anderson, Director of Marketing of Laura’s Lean Beef. “Balance, variety and moderation are the keys to a healthy diet. No single food provides all the nutrients essential to good health. The good news for steak lovers is that they can now cut the fat without cutting the red meat.”

Laura’s Lean Beef products are available in more than 7,000 grocery stores nationwide. In addition to fresh cuts of beef, the company also offers ground products, frozen patties and three award-winning, fully-cooked entrees: Shredded Beef in Barbecue Sauce, Beef Pot Roast au Jus, and Meatloaf with Tomato Sauce. For locations, visit [www.laurasleanbeef.com](http://www.laurasleanbeef.com).

###