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**NEWS**



30<sup>TH</sup> ANNIVERSARY

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**Product photo available at:**

[http://www.certifiedangusbeef.com/photos/9111\\_Roast\\_Beef\\_Sliced.jpg](http://www.certifiedangusbeef.com/photos/9111_Roast_Beef_Sliced.jpg)

**Old World Provisions' premium *Certified Angus Beef*<sup>®</sup> brand products introduced at Price Chopper**

**WOOSTER, Ohio - Aug. 11, 2009** – A local family-owned and operated company is introducing Capital Region residents to its authentic, New York-style gourmet frankfurters and deli meats, made of the highest quality beef. Old World Provisions, Inc., Albany, N.Y., was recently licensed as a *Certified Angus Beef*<sup>®</sup> brand processor and has introduced *Certified Angus Beef*<sup>®</sup> brand frankfurters and deli roast beef at Price Chopper stores across the region.

“We’re excited that Price Chopper shoppers can enjoy *Certified Angus Beef*<sup>®</sup> brand products made by Old World Provisions,” said Brett Erickson, director of Value-Added Products with Certified Angus Beef LLC, Wooster, Ohio. “The company has a well-deserved reputation for quality, and it’s reflected in their products. Their franks and roast beef are both made from fresh *Certified Angus Beef*<sup>®</sup> brand cuts and are minimally processed, allowing the robust beef flavor to remain true.”

Old World Provisions' *Certified Angus Beef*<sup>®</sup> brand products currently available at Price Chopper stores include:

- **Frankfurters.** These gourmet, New York-style frankfurters are made from the best whole-muscle cuts, and have no MSG or additives, binders, or fillers. Skinless and natural casing franks are available.
- **Deli Roast Beef.** *Certified Angus Beef*<sup>®</sup> brand roast beef is made from whole, closely trimmed cuts. Fresh – never frozen – roasts are slow cooked for a naturally juicy and tender texture.

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Additional *Certified Angus Beef*<sup>®</sup> brand products produced by Old World Provisions, Inc. include authentic New York style deli corned beef and pastrami, and fresh cured corned beef.

“We are excited to be working with the *Certified Angus Beef*<sup>®</sup> team and to bring the Capital Region these premium items,” said Mark S. Shuket, president and CEO of Old World Provisions, Inc. “For my family and all who work daily to exceed expectations at Old World Provisions, it is an affirmation of the culture of quality we have worked so hard to build here.”

Old World Provisions, Inc. is a fourth generation processor that operates plants in Albany and Troy, N.Y. Known for producing “best-in-class” deli meats, the company makes a full line of products. Old World Provisions, Inc. markets products under the New York State National and Helmbold’s brands, as well as numerous private labels. For product information, call 800-BRISKET (274-7538).

The *Certified Angus Beef*<sup>®</sup> brand is a cut above USDA Prime, Choice and Select. Less than 8% of all beef can achieve its 10 science-based standards for flavor, juiciness and tenderness. For more information, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

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