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NEWS



30TH ANNIVERSARY

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Home Economist markets are first in area to offer CAB[®] brand Natural

CHARLOTTE, N.C. – Sept. 22, 2008 – Home Economist markets recently introduced *Certified Angus Beef[®]* brand Natural, offering local consumers a premium beef selection in the stores' already all-natural product repertoire. The Home Economist markets are the area's first licensed retailer of the brand's Natural line, featuring it at both the South Boulevard and Davidson locations.

"We wanted to switch to *Certified Angus Beef[®]* brand Natural to offer customers the freshest meats," said Stacie Wentz, food merchandiser, Home Economist markets. "They know they are always getting the best, every time."

The brand's Natural line allows consumers to enjoy the brand's renowned flavor and tenderness while assuring hormones and antibiotics have never been added. Raised by farmers and ranchers that are dedicated to producing the best naturally, this beef also meets the *Certified Angus Beef[®]* brand's strict standards offering consumers premium flavor and tenderness each and every time.

Home Economist shoppers can now enjoy *Certified Angus Beef[®]* brand Natural strip, ribeye, tenderloin, London broil, ground chuck and ground round.

"*Certified Angus Beef[®]* brand Natural offers consumers a premium choice of beef with the wholesome goodness desired in a natural line," says John Stika, president of Certified Angus Beef LLC. "We're proud to partner with the Home Economist markets to bring this wholesome, quality commitment to local consumers."

Home Economist markets have three stores in Charlotte, N.C., and are owned by Tropical Nut & Fruit Co. The stores offer a wide variety of products without preservatives or additives. For more information, visit www.hemarket.com.

The *Certified Angus Beef[®]* brand is a cut above USDA Prime, Choice and Select. It has offered consumers quality, consistency and integrity since the first pound was sold 30 years ago in 1978. Less than 8% of beef can achieve the brand's benchmark standards. Enjoyed for its flavor, tenderness and juiciness, the brand is *Angus beef at its best[®]*. For more information, visit www.certifiedangusbeef.com.

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