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PRESS RELEASE **FOR IMMEDIATE RELEASE**

Chicago Meat Authority Introduces New Product: Chipotle Pork Fajita Strips

Chicago, IL 1/20/09 – Chicago Meat Authority (CMA) is proud to introduce Chipotle Pork Fajita Strips into its extensive line of pork and beef items. These pork fajita strips are ½” by ½” by 3” and are cut from lean, boneless pork, marinated with CMA’s Chipotle marinade for flavor. Since this product’s raw material is lean pork, it is a healthier alternative to beef fajitas at an excellent price point.

Chipotle Pork Fajita Strips are grill ready, which makes them ideal for quick cook applications. They are vacuum packed in 2.5 pound frozen bags with four bags to a ten pound case for ease of handling and efficiency. Whether adding a pork fajita dinner or a pork fajita salad to your menu, Chipotle Pork Fajita Strips are definitely a way to add a unique item.

"With the current economic conditions, Pork Fajita Strips allow operators to offer their customers a fajita option that is less expensive than beef and chicken," says Account Manager Luke Gorski. "These operators are also thrilled to see the high margin potential that comes with serving pork."

CMA, located in Chicago’s historic Stockyards, is a full line processor of pork and beef for food service, chain restaurants, and further processors. This privately held company prides itself in delivering customized beef and pork value-added products to customers around the world. For more information on Chicago Meat Authority, please visit www.chicagomeat.com.



Pictured: Chipotle Pork Fajita Strips

Picture Source: Photo courtesy of The National Pork Board, for more information about The Other White Meat, please visit www.TheOtherWhiteMeat.com.

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Chicago Meat Authority, Inc. is a privately held company, specializing in delivering customized beef and pork value-added products to customers around the world. Established in 1990, the company has enjoyed steady and rapid sales growth in custom processing, food service, retail, and private label markets. CMA has accomplished this growth through its philosophy of listening to and understanding its customers’ needs, producing high quality customized products and creating a workforce dedicated to customer satisfaction.

Chipotle Pork Fajita Strips



800-383-3811



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- Chipotle marinated 1/2" x 1/2" x 3" pork fajita strips cut from lean, boneless pork
- Grill ready strips, great for quick cook applications
- Healthier alternative to beef with an excellent price point
- Packed 4 - 2.5 lb. vacuum bags in a 10 lb. box, frozen