



CHICAGO MEAT AUTHORITY

Your *Authority* on Quality Meats

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PRESS RELEASE FOR IMMEDIATE RELEASE

Chicago Meat Authority Introduces Marinade on Demand

Chicago, IL 7/13/09 – Chicago Meat Authority (CMA) is proud to introduce Marinade on Demand (MOD) product lines. Working in development with Sealed Air's Cryovac® Food Solutions, Chicago

Meat Authority has developed these new products which cleverly combine various marinades and meats in a single package, though they remain in separate pockets until the user is ready to marinate and cook. These new MOD products are made with an innovative two-part thermoformed roll-stock package that separate meat from a marinade creating an easy and sanitary marinating process.

“This has been a great partnership effort in the development of a new and innovative product line that addresses industry concerns and truly meets the needs of the marketplace on so many fronts,” states Chris Marriott, Vice President of Business Development for Chicago Meat Authority.

When the consumer or food service operator is ready to marinate, they squeeze the marinade pocket breaking the seal between the two pockets. Marinade is transferred to the meat side beginning the marinating process that lasts as long as the user desires. These new and innovative products offer food safety benefits with hands-free marinating. They also feature knifeless opening, leak-proof packaging, flexible portion sizes, and restaurant-quality meats with a variety of marinade choices. Currently, Schwan's Home Delivery Company is stocking two MOD product options: Chimichurri Beef and Herb and Garlic Pork Fillet, both using value cuts of meat.

The CMA Marinade on Demand product line offers a wide range of benefits for the foodservice industry. Keeping the marinade separate from the meat allows the use of functional marinade ingredients such as acids, alcohols and tenderizers that cannot be used in pre-marinated meats because they can affect product texture and flavor over time. MOD products provide food safety benefits with hands-free marinating, reducing the

4 Easy Steps to a Great Marinade!



Step 1

Thaw overnight in refrigerator or place package in cold water for 20 minutes.



Step 2

Press pouch to release marinade. Wait 30 minutes.



Step 3

Peel back corners of packaging.



Step 4

Use tongs to place meat directly on grill.

sanitation concerns and labor associated with restaurant batch marination. Direct contact with raw meat is reduced, and employees no longer spend time cleaning large containers used for restaurant batch marinating.

Retail consumers also benefit from these MOD product features due to no-mess preparation and clean-up with restaurant quality meats and flavorful marinades.

For more information on these products, please contact Chris Marriott at (773) 446-5618 or cmarriott@chicagomeat.com.

Picture Source: Sealed Air Cryovac Food Packaging.

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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.