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FOR IMMEDIATE RELEASE

**CRETA FARMS FIRST TO MARKET WITH DELI MEAT INNOVATION**

*Patented method replaces saturated fat in deli meats with extra virgin olive oil,  
adds health benefits and flavor*

HOUSTON – June 3, 2010 – Already well established in European grocers and delicatessens, Creta Farms™ will launch its Gourmet Deli Meats in the United States, June 6 - 8 at the International Dairy, Deli and Bakery Association's Dairy-Deli-Bake Seminar and Expo, Houston, Tex.

By removing animal fat and replacing it with Cretan Extra Virgin Olive Oil (EVOO), Creta Farms increases the nutritional value of deli cuts. The proprietary product preparation method is patented in more than 90 countries and is achieved by removing animal fat by hand from top-quality, lean meat and immediately infusing EVOO. The result is a highly nutritional product, rich in taste.

Diets rich in extra virgin olive oil have been proven to reduce the risk of heart disease, breast and prostate cancer, as well as Alzheimer's. It also helps regulate blood pressure and maintain weight.

"Creta Farms' line of Gourmet Deli Meats is a category game changer. For the first time in decades Americans will have a healthy alternative to the traditional offerings at the deli counter," said Chuck Fletcher, president and CEO, Creta Farms. "We're proud to offer a full line of products that are low in saturated fat and cholesterol, and high in flavor."

The company's deli meats have already captured the attention of The American Heart Association, who has certified all of the company's turkey, ham and roast beef offerings. Creta Farms and its deli meat varieties are also aligned with the World Health Organization (WHO), that suggests substituting saturated animal fats with olive oil (non-saturated fats) significantly reduces the risk of obesity.

"Deli meat is a lunchtime favorite in homes and schools. By replacing animal fats with extra virgin olive oil, we are offering a healthier solution to families around the world and contributing to the international effort to curb the obesity epidemic," Fletcher added.

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Creta Farms offers a full line of gourmet deli meats, including oven roasted turkey breast, hickory smoked turkey breast, honey roasted turkey breast, rotisserie-style turkey breast, black forest ham, honey roasted ham, hardwood smoked ham, extra lean cooked ham, lightly seasoned roast beef, and oven roasted chicken breast. Creta Farms is also currently developing extra virgin olive oil-infused hot dogs, sausage and bologna.

Creta Farms Gourmet Deli Meats is available nationwide and is currently sold at Price Chopper, Ingles Markets, Farm Fresh, Shop 'n Save and Henning's Market locations.

### **About CRETA FARMS**

Nearly 30 years ago, a small group of people from the island of Crete founded Creta Farms™. With an innovative recipe in mind, they began creating high-quality, healthy, great-tasting deli meats with a special key ingredient — Extra Virgin Olive Oil (EVOO). For decades, the incredible flavor of Creta Farms Gourmet Deli Meats™ has filled European delicatessens. Now, this deli product is available in the United States, bringing the flavor and health of the Mediterranean to the tradition of the American deli.

For more information, visit [cretafarms.com](http://cretafarms.com).

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