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Client: Brown Packing Company, Inc.  
Project: News Release – Flavored Veal Sausage Product Line  
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## **VEAL SAUSAGE PRODUCTS MAKING SOLID INROADS AT RETAIL AND FOODSERVICE**

*(Production Note: Downloadable High Resolution Image Available at:  
<http://www.dutchvalleyveal.com/html/imagdownloads.html>)*

South Holland, IL – Dutch Valley Veal’s recently introduced **Flavored Veal Sausage Products** are having quite an impact, both at retail AND (as a pleasant surprise) also in the foodservice sector. According to Brown Packing VP / National Sales Manager Brian Oedzes, the veal sausage items – in four distinct flavor profiles – have made substantial inroads for key retailers both in the Midwest and on the East and West Coasts. They’ve also been added to regular menus for a number of forward-thinking foodservice operations as well.



“Our most popular profiles are the **Mild Veal Italian Sausage** and the **Sun Dried Tomato Basil Veal Sausage**, both of which are big hits across the board,” Oedzes commented. “The **Hot & Spicy Veal Italian Sausage** and the **Veal Bratwurst** are still finding their way both for retail and in foodservice, but we expect those products to kick up a notch as the market for these popular products grows. We should see stronger movement on all four profiles, most likely early next year, ” he added.

Attractively Packaged for retail to heighten consumer demand, and prominently featuring nutritional info right on the product labels of each item, customers tend to take notice of the other product benefits, including:

- High in Protein; Low in Carbohydrates
- Full Flavored, All Natural Products; Minimally Processed, with No Artificial Ingredients
- Flash Frozen to Lock in Optimum Freshness and Flavor
- Quick to Fix; Perfect for Active Lifestyle Families
- Excellent for Grilling, Broiling, Stove-top Preparation, Whatever!
- Well Priced! Honest-to-Goodness Veal Products at Customer-Friendly Price Points

Packaged as shown -- five (5) hearty links per 1-lb. vacuum-sealed trayed package – each of the items is available in 10-lb. boxes. For more information, please contact:

Brian Oedzes, VP / National Sales Manager

DUTCH VALLEY VEAL / BROWN PACKING COMPANY, INC.

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