

## PRESS RELEASE

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For Immediate Release

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### "MISSOURI FAMILY BUSINESS FEATURED ON FOOD NETWORK"

Missouri is a very beautiful state in which to live or visit. It boasts winding streams and rivers, rolling Ozark hills and bountiful fields of grain and corn. This grain and corn is fed by Missouri Pork Producers to ensure some of the best "Porkers" around. These porkers find their way to the small town of Swiss where Mike Sloan and his crew from Swiss Meat & Sausage Company transform them into some of their award winning, mouth watering bratwurst, (as well as bacon, ham, bologna, etc.!)

Swiss Meat & Sausage Company, located in the tiny village of Swiss, Mo. (population 40, including pets!), has met with fame & fortune in the form of **Jamie and Bobby Deen**. The infamous brothers, (sons of host **Paula Deen of "Paula's Home Cooking"**), are hosts of their own show, "**Road Tasted**," airing every Tuesday on the **Food Network Channel**.

The fun loving brothers, armed with wit, ingenuity and a passion for food, offer a fresh look at specialty and family run businesses that make fantastic edibles. **Swiss Meat & Sausage Company** was just one stop on their cross country trek from New York to California seeking fabulous tasting food! They'll show you how to get all these foods delivered right to your door.

The "**Road Tasted**" film crew pulled into Swiss one Saturday afternoon in May, where Jamie and Bobby along with their producers, met with Bill & Mike Sloan, (father & son) of Swiss Meat & Sausage Co.. After greeting one another, the brothers were anxious to start making sausage, so Mike instructed them as they hand produced one of the more than 40 varieties of fine, mouth watering sausages made weekly at Swiss.

"more"

Now, they didn't get the secret recipe, as the wurstmeister had the seasonings already mixed and ready to add, but Jamie and Bobby managed to mix up one of the best batches of **Mushroom and Swiss Brats** they ever tasted.

They also had a chance to sample a batch of Swiss Meats' **Smoked Apple Cinnamon Sausage** that was just coming out of the smokehouse. They marveled at the extreme apple flavor as Mike explained "that the mildness of the pork and the tartness of the apples naturally compliment each other, along with the hardwood, hickory smoked flavor. If you've ever had a Sunday afternoon pork roast, you know you'd better have applesauce on the table! This concept is the idea behind the creation of our Apple Cinnamon Sausage!"

Be sure and watch the episode "**Meet Me in St. Louis**" as they showcase Swiss Meat & Sausage Co.; Volpi's Meat Shop, on "the Hill" in St. Louis, and The Blue Owl in Kimmswick, This episode will be airing **Tues. August 8<sup>th</sup> at 9:00 p.m. central time**. For more information call Swiss Meat & Sausage Company at 573-486-2086 or 1-800-793-SWISS.

"End"

Swiss Meat & Sausage Co.  
Phone 573-486-2086  
Toll-Free 1-800-793-SWISS

"Best of Show"  
Professional Division  
1999, 2000, 2001, 2002, 2003, 2004, 2005  
Wurstfest Sausage Contest

"High Sales" in the Agri Missouri Market  
2005 Missouri State Fair

"Best of the Midwest"  
2005 Missouri Association of Meat Processors

"Best of the Midwest"  
2004 Iowa Meat Processors Association

"Best of the Midwest  
2003 Nebraska Meat Processors Association

"Voted Missouri's Best"  
2003 Taste of Missouri  
Missouri Association of Meat Processors