

News Release

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Chisholm Trail Longhorn Beef Makes First Appearance in Arlington, Texas

Grass-fed longhorn beef extends the cattle trail to give Arlington a true taste of Texas

DALLAS – July XX, 2012 – Texas beef lovers now have even more reason to make a trip to [Better Health Market](#), a health food store stationed in Arlington. [Chisholm Trail Longhorn Beef](#) collaborated with Better Health Market to provide its healthier, even tastier, grass-fed red meats to customers.

Better Health Market is a privately-owned health retail store that has offered the finest cuts of meats since 1982. Over the years, Better Health Market has provided its customers with natural health foods and supplements, both online and through their brick-and-mortar store. Whether shopping for multivitamins, amino acids, protein powders, antioxidants, skin, hair and nail support or [healthy heart foods](#), the trained staff at Better Health Market can help shoppers find the perfect products for their unique lifestyle and diet. Chisholm Trail's [grass-fed](#) beef is now one of those products. It contains less calories, fat and cholesterol while maintaining a delicious flavor, appealing to the taste buds of all beef lovers.

“Our store offers just about anything you could need or want, including a range of wellness foods, nutritional supplements, natural beauty products and much more. We focus on health-related products that satisfy our typical customers who strive for a very healthy lifestyle,” said Jeff Kutas, owner of Better Health Market. “By adding Chisholm Trail Longhorn Beef to our store’s products, we are opening our health-conscious consumers to a new, healthy and great-tasting option to meet their red meat desires. We believe the mild flavor and nutritional value of this beef will be extremely well-received.”

Chisholm Trail premium, grass-fed meat will be a perfect fit with the 20-year-old store’s current offerings of high-quality health and wellness products. At only 140 calories per 3.6-ounce serving, 3.7 grams of fat and 81.5 milligrams of cholesterol, Chisholm Trail’s all natural beef has less calories, fat and cholesterol than almost any other meat or poultry available. Additionally, the beef is packed with nutrients and is a much [leaner and healthier alternative](#) to turkey and chicken as well.

“We are thrilled to head west on the Texas grass-fed beef trail to continue expanding our products throughout the Dallas-Fort Worth community. Our goal is to offer the absolute best beef to our customers, in terms of both health and taste. Unlike the majority of cattle bred in stressful environments and filled with growth hormones, Chisholm Trail Longhorn Beef takes pride knowing our cattle are pasture raised with no added hormones or antibiotics,” said Mike Crawford, Chisholm Trail Longhorn Beef partner. “We feel our healthy alternative to red meat is perfect for the health-conscious shoppers at Better Health Market, providing them with a local, savory taste of Texas, while maintaining the quality standards they place on personal health and well being.”

Open every day but Sunday, shoppers can stop by Better Health Market to pick up any health, wellness and beauty product they crave. These products are also available online for convenience. The health retailer store attracts wellness enthusiasts in the Arlington area who seek all things natural. Dallas shoppers can also find Chisholm Trail Longhorn Beef on the menus of Opa! Grill, Vitality House, Sundown at Granada or in other restaurants throughout Texas such as Austin’s Chez Zee, The University of Texas’ Executive Chef and the club restaurant at the Four Seasons Resort and Club in Las Colinas. For home cooking, Chisholm Trail Longhorn Beef is available for purchase at Natural Health Shop, Hirsh’s Specialty Meats, Ye Ole Butcher Shop and My Rancher Country Market locations.

About Chisholm Trail Longhorn Beef

Chisholm Trail Longhorn Beef is a rancher-owned and -operated cooperative that raises longhorns locally on family ranches around Texas. Chisholm Trail longhorns graze in pastures and thrive without added hormones or unnecessary antibiotics, placing far less stress on the natural environment than grain-fed cattle raised on factory farms. Chisholm Trail partners are focused on providing delicious red meat for healthy eaters and educating people on the nutritional significance of 100-percent longhorn beef. For more information, visit www.eathealthybeef.org.

About Better Health Market

Better Health Market is a local, privately-owned health store serving Arlington, Texas and neighboring cities in the Dallas-Fort Worth Metroplex. The store opened in 1982 and is run by owner Jeff Kutas. Better Health Market offers a variety of health products including wellness foods, nutritional supplements and natural beauty commodities. Hours of operation are Monday through Saturday from 7 a.m. to 8 p.m. The store is closed on Sundays. For more information, visit <http://spaq.es/NSDOSy>.

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