

News Release

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Family-friendly Meat Market Provides Leaner, Healthier Red Meat Option for North Texas Community

Hirsch's Specialty Meats & Sausage offers grass-fed Chisholm Trail Longhorn Beef as healthier alternative for families to use in home-cooked meals

Dallas - Aug. XX, 2011 Healthy cooking for the family requires a commitment to gathering the necessary resources for meal preparation, and often, many struggle to find a healthy alternative for fatty ingredients in their favorite meals without sacrificing the tastes they love. North Texans can now add another location to their list of places to buy their favorite, nutritious [Chisholm Trail Longhorn Beef](#) products. Family-owned [Hirsch's Specialty Meats & Sausage](#) now provides lean, grass-fed Chisholm Trail beef as a healthy red-meat alternative in its [current line of products](#) for health-conscious home cooks to use when preparing recipes for the family.

"Preparing meals at home instead of going out provides home cooks much more control over unhealthy foods in their families' diets – like fatty red meats," said Mike Crawford, a Chisholm Trail Longhorn Beef partner. "Most people want to live a healthier lifestyle, but it can be extremely difficult to find healthy food alternatives that taste great, which is why we are so excited Hirsch's has chosen to incorporate our healthy longhorn beef in with their product offerings for families in the North Dallas area. Finally, there's a place for red meat in a healthy diet."

While healthy home cooking requires gauging the amounts of calories and fat percentages in each meal, it does not have to mean bland-tasting foods. 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 fat, cholesterol and calories than almost any other meat or poultry available – fitting perfectly into any family's [healthy beef recipes](#) without sacrificing flavor.

"We are big proponents of providing families the very best and highest grades of fresh meats possible, and we're sure our health-conscious shoppers can appreciate the new addition to our line of products," said Gary Hirsch, owner of Hirsch's Specialty Meats & Sausage. "Not only is Chisholm Trail's grass-fed beef a leaner alternative to many of our meat products, it further meets our extremely high standards for sustainability and quality."

Because of their natural diet and free-roaming activity, Chisholm Trail's pasture-raised longhorns are a great-tasting, [nutritious source](#) of vitamins like protein, iron, vitamins B6 and B12, as well as omega-3, omega-6 and omega-9 fatty acids – especially important in the development of the brain and nervous systems in adolescent children. Using lean meat products, like those from Chisholm Trail, ensures that Texas families can provide red-meat choices fitting to their children's healthy growth and development while still maintaining low-fat, nutritious lifestyles.

Hirsch's Specialty Meats & Sausage is a family-owned, retail meat market serving Plano and the surrounding North Texas area since 1992. Unlike many meat markets that offer low-grade, water added, pre-packed meats which do not require knowledgeable meat cutters, but counter clerks, to stock, Hirsch's staff of experienced meat cutters cut and grind fresh meat daily, on-the-spot to meet any family's red meat specifications.

In addition to Hirsch's Meat Market, Chisholm Trail Longhorn Beef is available at Ann's Health Food Center & Market café, and can be found on the menus of Dallas' Opa! Grill and Company Cafe, Austin's Chez Zee and The University of Texas' Executive Chef, and the club restaurant at the Four Seasons Resort and Club in Las Colinas. Shoppers can also find Chisholm Trail Longhorn Beef available for purchase at Natural Health Shop and Herb Mart. Additionally, [Texas Daily Harvest](#) offers delivery of products to locations and communities across North Texas for cooking at home with the family.

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 longhorn beef. For more information, visit www.eathealthybeef.org.

About Hirsch's Specialty Meats & Sausage

Hirsch's Specialty Meats and Sausage is a family-owned, retail meat market serving Plano and the surrounding North Texas area since 1992. With more than 30 years of in-depth experience in the meat market, it offers only the highest grades and quality of fresh meat possible to their customers. It is located in [Plano at 1301 W. Parker Road, Ste 100](#). For more information, visit <http://www.hirschsmeats.com/>

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