



News Release

Contact

Lauren Williams
M/C/C for Chisholm Trail
972-480-8383 x 222
Lauren_Williams@mccom.com

Chisholm Trail Longhorn Beef Partners with Second New Dallas Area Location This Month

Ann's Health Food Center & Market is the sixth establishment in DFW to carry Chisholm Trail Longhorn Beef products.

Dallas- July 28, 2010- Texas taste buds can't seem to get enough of Chisholm Trail Longhorn Beef's tastier, healthier red meat selection. Earlier this month Chisholm Trail Longhorn Beef partnered with Natural Health Shop and now they are announcing their partnership with Ann's Health Food Center & Market, 10 minutes from downtown Dallas.

"We couldn't be more excited to offer at-home chefs a new Dallas location to purchase our nutritious longhorn beef," said Mike Crawford, a Chisholm Trail Longhorn Beef partner. "Everyone is looking for ways to eat healthier and by partnering with Ann's Health Food Center & Market we are able to provide DFW with an easier way to eat healthy with longhorn beef that has essential vitamins and nutrients not found in traditional beef. We encourage everyone to come out to Ann's on August 14 and try a sample of the tasty red meat."

Unlike ordinary beef cattle, Chisholm Trail longhorns are raised on family ranches across Texas where longhorns are free to roam and graze in open pastures and thrive without added hormones or unnecessary antibiotics. Because of their natural diet and free-roaming activity, Chisholm Trail's pasture-raised longhorns produce food lovers with better-tasting, healthier red meat than ordinary, grain-fed beef from factory farms.

"We are always looking to enrich people's lives and healthy eating habits by having a wide-variety of natural products," said Matt Munchrath owner of Ann's Health Food Center & Market. "Chisholm Trail Longhorn Beef meets these criteria through its pasture-raised longhorns with no added hormones and we are pleased to offer such a quality meat to our customers."

Pasture-raised longhorn beef serves as a leaner alternative to chicken, turkey, lamb, pork and venison. At only 140 calories per 3.6-ounce serving, 3.7 grams of fat and 81.5 grams of cholesterol, a lean, pasture-raised longhorn steak has less fat, cholesterol and calories than almost any other meat or poultry available. It also serves as a great source for nutrients like protein, iron, vitamins B6 and B12, zinc, selenium and omega-3 fatty acids. Nutritionists including [Cliff Sheats, Ph.D., CCN, DANLA, FRSPH](#) – one of America's foremost authorities on nutrition, exercise and biological aging – encourages clients to eat pasture-raised longhorn beef to help boost energy levels, stimulate the growth of lean muscle tissue, drive down inflammation and lower cholesterol, triglyceride and blood sugar levels.

Ann's Health Food Center & Market is a health food store that offers a variety of healthy living products. Customers have raved on Yelp that Ann's is a gem for health-foodies and the vitamin-obsessed. With an extensive selection of supplements, groceries, beauty care and sports nutrition products, Ann's friendly staff specializes in helping customers in their specific nutritional search.

Food lovers can also find healthy, great-tasting Chisholm Trail Longhorn Beef on the menus of Dallas' Opa! Grill, Austin's Chez Zee and The University of Texas' Executive Chef, Houston's new Zelko Bistro and Café

on the Green and the club restaurant at the Four Seasons Resort and Club in Las Colinas. Chisholm Trail Longhorn Beef is also available for purchase at Natural Health Shop, Jimmy's Food Store and Herb Mart. To learn more about the restaurants and stores currently serving Chisholm Trail Longhorn Beef, see unique longhorn beef recipes or view nutritional facts, visit the Chisholm Trail Longhorn Beef site at www.eathealthybeef.org.

###

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 Ann's Health Food Center & Market

Ann's Health Food Center & Market offers a large selection of vitamins, supplements and healthy eating necessities. It is located in Oak Cliff at 2634 S. Zang Blvd. For more information, visit <http://www.yelp.com/biz/anns-health-food-center-and-market-dallas>.