



News Release

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Restaurants Across Texas Choosing the Great Taste of Lean, Healthy Chisholm Trail Longhorn Beef

- *Restaurants from Dallas to Austin to Houston making longhorn beef a menu mainstay*
- *Chisholm Trail Longhorn Beef passing chef taste tests around the state*
- *Longhorn beef is healthier and more nutritious than chicken, pork and turkey*

Dallas – Dec. 2, 2009 – In less than three months since its launch, Texas' own **Chisholm Trail Longhorn Beef** is capturing the taste buds of restaurant goers in Dallas, Austin and Houston. The Texas Co-op's prime selections can be found on the menus of some of the Lone Star state's finest restaurants. In Dallas, food lovers can enjoy healthy, great-tasting longhorn beef at the authentic Greek staple Opa! Grill. In Austin, Chez Zee and The University of Texas' Executive Chef added longhorn beef to their diverse offerings and recipes. At the Four Seasons Resort and Club in Las Colinas, Café on the Green and the club restaurant provide a healthy, local selection for out-of-town guests and club members. And in Houston, executive chef and owner Jamie Zelko's new restaurant, Zelko's Bistro, added longhorn beef to its own local flare. The diversity of these restaurants and their geographic locations is a confirmation of longhorn beef's broad appeal. With faster cook times than ordinary, grain-fed beef, restaurants are able to prepare longhorn beef meals quickly with plenty of time to provide their own unique spin on this lean, all-natural red meat.

"Chefs and owners want to offer their guests a wide selection of foods that are both delicious and healthy. Restaurants love Chisholm Trail Longhorn Beef because it allows them to have both," said Mike Crawford, a Chisholm Trail Longhorn Beef partner. "In large cities across Texas, chefs and owners have sampled our product and love the flavor as well as the health benefits. When something tastes delicious, seldom does it serve as a great source for nutrients like protein, iron, vitamins B6 and B12, zinc, selenium and omega-3 fatty acids. Chisholm Trail Longhorn Beef does. It lets chefs and owners use their imagination and continue to be creative with their recipes without having to worry about sacrificing great taste for healthier preparation. It's the freedom to cook guilt-free."

Chisholm Trail Longhorn Beef is 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 give food lovers a leaner, healthier red meat than ordinary beef from factory farms. 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.

Longhorn beef is really flexible and widens menu varieties. In some restaurants, it serves as a great, healthy substitute for ordinary, grain-fed beef in their favorite recipes while in other restaurants chefs are being creative with how they use longhorn beef in their meal. While each chef has a unique idea for preparation, Chisholm Trail chefs use longhorn beef in one-of-a-kind recipes for burgers, chicken fried steak, grilled steaks, chili, stew, beef skewers, tenderloins and salads. To learn more about the restaurants 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.

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