

FOR IMMEDIATE RELEASE

Media Contact:

Jennifer Powell

M/C/C for Chisholm Trail Grass-fed Beef

972-480-8383 x 301

Jennifer_powell@mccom.com



Chisholm Trail Grass-fed Beef Offers Healthy and Flavorful Alternatives to Favorite Super Bowl Game Time Foods

DALLAS–Jan. 13, 2014–As the Super Bowl draws near, change up your favorite game time snacks with these healthy alternatives from Chisholm Trail Grass-fed Beef. You can still enjoy the delicious [party food](#), without the added harmful fat, with these substitutes:

- Spice up **party platters** by using Chisholm Trail jalapeno summer sausage!
- Swap out conventional, processed hot dogs for Chisholm Trail **bratwurst** when grilling.
- Use Chisholm Trail ground beef to make **mini burger sliders** for a healthy, leaner burger.
- Bring the summertime to the party this winter with **steak kabobs** using Chisholm Trail steaks.
- Don't forget a classic party time snack is **chips and queso**. This year, add Chisholm Trail ground beef to the dip to add protein and give it a little more flavor.

By using grass-fed beef, instead of grain-fed beef, you can still enjoy these delicious flavors without the added calories, cholesterol and fat. All of Chisholm Trail's meat is 100-percent grass fed and made with no added hormones, artificial preservatives or unnecessary antibiotics.

For tips for cooking grass-fed beef and to find out where you can purchase Chisholm Trail Grass-Fed Beef, visit www.eathealthybeef.org.

About Chisholm Trail Grass-fed Beef

Chisholm Trail Grass-fed Beef is a rancher-owned and -operated cooperative that raises longhorns locally on family ranches around Texas. Chisholm Trail cattle 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 grass-fed beef. For more information, visit www.eathealthybeef.org.

###