

## News Release

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## North Texas Restaurant Welcomes Chisholm Trail Longhorn Beef to its New Home

*Newly-opened Vitality House restaurant offers complete package of food and fitness for well-balanced, healthy living*

**Dallas – Dec. 7, 2011** – Settling into its new home and location in Richardson, health-food restaurant Vitality House has added [Chisholm Trail Longhorn Beef](#) as part of its healthy and flavorful restaurant fare. With a mission to make the commitment to a healthy lifestyle simple to follow by providing in-store meal planning and fitness solutions, all menu items at [Vitality House](#) are nutritionally analyzed to compliment a complete, balanced dietary and physical lifestyle.

“We really believe that diet and fitness go hand-in-hand, and people shouldn’t have to sacrifice satisfying meals and valuable time to live a healthy life,” said Chris Smith, chef at Vitality House. “For this reason, we are always looking for ways to incorporate fresh, healthy ingredients into each dish that we serve, and Chisholm Trail’s beef easily fits the bill.”

With the collaboration of its first-class chefs and in-house nutritionists, Vitality House is designed to meet the highest nutrition standards of its guests by offering [nutrition and wellness services](#) such as meal plan consultation and preparation, dietary recommendations and body-composition testing. 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. On the journey to long-term, healthy living, using lean meat products ensures that guests can still maintain their food and diet goals while enjoying their favorite beef dishes.

“Lean red meat has a place in anyone’s balanced diet, and we are really excited that Chisholm Trail beef is available in Vitality House for healthy-eaters to enjoy,” said Mike Crawford, a Chisholm Trail Longhorn Beef partner. “The positive effects that lean, natural beef has on both physical and mental strength are benefits that restaurant guests are sure to appreciate as they seek to maintain their health commitments.”

In addition to its in-store food and nutrition services, Vitality House offers fitness services that include one-on-one personal training, marathon and cycling conditioning and training, group fitness training and [Vitality Fitness Camp](#). Chisholm Trail’s lean, natural meat is a [nutritious source](#) of vitamins like protein, iron, vitamins B6 and B12, as well as omega-3, omega-6 and omega-9 fatty acids – all vital in maintaining a strong cardiovascular system, building endurance and completing the package for a vigorous and healthy lifestyle.

Dallas health-enthusiasts can also find Chisholm Trail Longhorn Beef on the menus of Opa! Grill, Ann’s Health Food Center & Market café 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 and Herb Mart and Ann’s Health Food Center.

### 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](http://www.eathealthybeef.org).

### **About Vitality House**

Vitality House is a health-food restaurant that offers delicious, flavorful, unique dishes that are nutritionally beneficial. With a mission to make the journey toward a healthy lifestyle a simple path to follow, Vitality House's first-class chefs and in-house nutritionists prepare dishes designed to meet the highest nutritional standards and special dieting needs while in-store fitness and wellness consultants provide individualized and group training solutions. It is located in Richardson at [800 N. Coit Road #2550B](http://800.N.Coit.Road.#2550B). For more information, visit [www.vitalityhouselife.com](http://www.vitalityhouselife.com)

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