



THE PREMIUM NATURAL

FOR IMMEDIATE RELEASE

Hollywood's Oscar Winners Served Only the Finest - Vintage Natural Beef®, The Premium Natural

WEST HOLLYWOOD, California, February 27, 2009 – Vintage Natural Beef, the Premium Natural, announces the distinction of being featured as the beef of choice at Hollywood's most exclusive celebration, the Oscars party for Fox Searchlight at ONE Sunset in West Hollywood honoring "The Wrestler" and "Slumdog Millionaire."

"We're honored to have Vintage Natural Beef served at such a prestigious event and thrilled that chefs at fine restaurants like ONE Sunset recognize that Vintage delivers the premium flavor and exceptional tenderness their discriminating clients expect," says Brad Feaster, Brand Manager for Vintage Natural Beef.

Since opening in summer 2007, ONE Sunset has quickly become known as the place to see and be seen in Hollywood with its ultra-chic dining and lounge spaces matched with a top-notch menu. ONE Sunset offers a mouthwatering selection of small plates, including the delicious Vintage Steak-Frites enjoyed at Sunday's Oscar party. For the dish Executive Chef Jason Ryczek pairs Vintage Prime Flat Iron with sweet potato fries and blue butter for a flavor combination that truly highlights the beef's exceptional flavor and purity. Ryczek noted, "I enjoy using Vintage Natural Beef because it allows me to highlight the delicious meatiness of the product with exciting flavors. It's always nice to have a product I can count on."

Los Angeles area restaurants interested in adding Vintage, The Premium Natural, to their menus should contact the local distributor for Vintage, Daniels Western Meat Packers in Pico Rivera at (562) 948-4408 or www.danielswesternmeatpackers.com



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About Vintage Natural Beef

Starting with a pure, single breed of cattle, Vintage Natural Beef is the product of a small group of family-owned ranches dedicated to elevating natural beef to a higher level. Vintage cattle are raised in the Imperial Valley, a unique ecosystem with moderate year-round temperatures, and fed a wholesome corn-based grain diet for a minimum of 350 days. Because of this tight cattle supply and one-of-kind production process, all Vintage Natural Beef grades as USDA Choice or Prime, the top quality grades for tenderness, juiciness, and flavor. To learn more visit www.vintagenaturalbeef.com.

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