

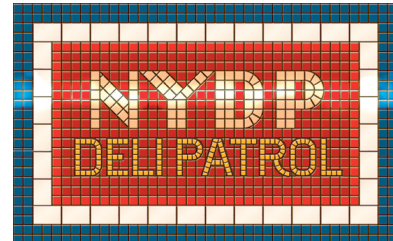
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DELI-ARTS ANNOUNCES BREAKTHROUGH IN DELI-MEAT PROCESSING AND NEW BRANDING INITIATIVE

Producer of Artisan Deli Products Claims First “Non-Rubbery” Pastrami Outside of NYC Delis

NYDP brand initiative launched to protect the citizens of New York and deli fans everywhere from waterlogged, flavorless, less than vibrant deli products.



[**July 15, 2009, BOSTON, MA**] – **DELI-ARTS** of Westford, MA, manufacturer of artisan deli products, has announced the launch of their new brand initiative and expanded product line. The **NYDP Deli Patrol** line debuts in July with six product offerings which include:

- *Slow-Steamed Pastrami*
- *Oven Roasted Corned Beef*
- *Holiday Roast Turkey*
- *Fireside Roast Turkey*
- *Fireside Roast Beef*
- *Griddle-Ready Corned Beef Hash*

Deli-Arts founder (and now NYDP Chief Flavor Officer) **Dan Estridge** heard the cries of pastrami mavens near and far who have long complained that pastrami purchased at supermarket deli-counters simply does not have the meltingly tender, juicy succulence or flavor once found at New York’s legendary delis. Estridge made it his mission to champion the cause and bring the golden age of the New York deli back and to make these treats more accessible than ever before. With the NYDP brand, he has perfected a process that will enable people to enjoy the best of New York Deli straight out of the refrigerator, in their own homes at any time.

The Chief Flavor Officer explains: at retail, or even as served in most restaurants, pastrami tends to be chewy, even rubbery, leaving only one real option for finding perfection: get it at one of the few remaining great delis. But why hasn't it been easily obtainable at the grocer? Since the beginning, proper pastrami has been cooked twice – once in the smokehouse, and again just before service. The deli-secret lies in the final preparation performed on-site. The legendary deli owners started with a great pastrami, of course, but then those meats also required skillful, long, slow steaming to achieve their storied succulence. There was simply no shortcut...until now.

Three years in development, Estridge's new process uniquely delivers all the tenderness, succulence, and flavor from the golden age of deli in a product sold at retail, with no extra preparation required.

“It wasn't easy,” says Estridge. “When I set out to develop this product, we already had a great, authentic pastrami and I figured we'd just cook it all the way through like they do in the best delis. Boy was I wrong. Retail products face challenges you don't deal with in a restaurant. Cook, chill, packaging for retail, shipping, shelf life, slicing, travel home, reheating... And after all that it has to be great like in the old days at the best delis. Our work was cut out for us but I am very pleased to report success! Furthermore, our processing breakthroughs have enabled us to tackle additional challenges with equal success: turkey without the added water, fresh corned beef hash (not in a can). These products are so different than anything else out there that we had to create a new brand for them.”

The NYDP Deli Patrol distribution team has already begun to meet with key potential accounts including upscale supermarkets and Estridge reports that the first shipments are already being enjoyed at The Bleacher Bar at Boston's historic Fenway Park, The EMC Club inside Fenway proper, Cardullo's in Harvard Square, Shubies in Marblehead, Butcher Boy in North Andover, and other fine food venues. Boston-area distributors are already reporting new accounts starting up coincident with the launch including Boston's Four Seasons Hotel, and The Buttery in the Boston's South End among others.

For more information about NYDP Deli Patrol or its parent company Deli-Arts please visit www.moreflavorperpound.com.

For PRODUCT SAMPLES, more information or to schedule an interview with Dan Estridge, please contact Dalyn A. Miller, at 617-504-6869 (mobile) or via email dalyn@dalynmillerpr.com
