

FOR IMMEDIATE RELEASE

Contact: Tammie Franck (312) 867-0041
or Jamie Estes (502) 721-0335
Estes Public Relations
tammie@estespr.com

Wil Jenny's Proudly Serves American Kobe Burgers in Kansas City!
Arrowhead Specialty Meats and Restaurant Partner on Outstanding Burger.

Holt, Mo. (May 29, 2007) - - - Kansas City has an extremely flavorful and century long history with beef, and on Monday, June 11, Wil Jenny's salutes this tradition when they offer American Kobe burgers. Wil Jenny's will debut a delicious eight-ounce American Kobe Burger, fully loaded with toppings, served on an onion roll with herb mayonnaise on the side, and a choice of French fries, coleslaw or potato salad, for \$9.50. For those patrons wishing to savor the Kobe burger au naturel, without toppings, the price is \$8.00. Kevin Timmons and Doug Watkins, owners of Wil Jenny's, worked with John Telge from Arrowhead Specialty Meats to create a burger with the perfect balance in flavor and texture for their customers.

Commenting on this outstanding quality burger, Timmons said, "We have always offered our customers a great burger, but now we wanted to give them an opportunity to savor the best this country has to offer. We worked with Arrowhead Specialty Meats because they understood our standards."

John Telge described American Kobe beef as a "traditionally healthier, **all-natural**, more tender beef that follows the example of Japanese beef production. These American cattle are raised slowly and naturally and you have an emphasis on quality, not quantity. The result is meat so tender you'll never need to lift a steak knife."

Consumers wishing to purchase American Kobe burgers for their grills this summer will find them available at Paradise Locker Meats. Paradise Locker Meats is located at 405 W. 208 in Trimble, Mo. For more information, please call (816) 370-6328.

Wil Jenny's Restaurant showcases Texas home cooking in the heart of Overland Park, Kansas. The restaurant is located at 6700 W. 135 St. in Overland Park, Kansas. To make reservations, call (913) 897-1114. Additional information on Wil Jenny's can be found at www.wiljennys.com.

Arrowhead Specialty Meats is a purveyor of high quality meats and specialty food products to the foodservice industry. They are located at 17413 N.E. 172 St. in Holt, Mo. For more information about the company, or to place an order, call (816) 628-2099 or visit the website at www.gamemeat.com.

#