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Arrowhead Specialty Meats Offers Le Québécois All Natural Veal

Humanely Raised Veal is Added to Arrowhead's Impressive Array of Top Quality Meats

KANSAS CITY, Mo. (March 24, 2008) - - - Arrowhead Specialty Meats is proud to announce its newest specialty offering, Le Québécois All Natural Veal. Le Québécois is the first veal program of its kind to combine USDA approved All Natural status, humane animal husbandry, full traceability and sustainable farming practices. Comprised of family owned farms in Québec, Le Québécois employs ecologically responsible practices to raise superior veal.

Le Québécois veal is humanely raised for pure flavor, with calves being fed a natural diet of corn, whole grains, milk formula, and fresh water in order to cultivate a premium meat. Unlike the pasty white, formula-fed veal of generations past, Le Québécois veal is rosy pink and has a delicate yet vibrant flavor. While chefs used to dismiss veal for its bland taste, Le Québécois' humane production methods create a meat worthy of renowned menus. The veal has no added growth hormones, no antibiotics and is minimally processed for optimum natural taste. The calves are raised with adequate space and can move freely.

"I'm pleased to be able to serve veal that has fabulous flavor and I can tell my customers it is humanely raised. This veal is featured on my new spring menu." said chef John McClure of Starker's Restaurant in Kansas City. Chef Dean Corbett of Corbett's in Louisville, Ky., uses Le Quebecois veal for one of his signature dishes and stated, "You simply can't top the quality and flavor of this meat. We work very hard to make sure we are delivering the best to our guests, and this veal is the best I've ever found!"

Le Québécois' final boxed product displays an identification number that corresponds to information from a tracking device that documents the animals' movement through all stages of processing, resulting in maximum consumer confidence. The small farming families that raise the meat operate in accordance with the Environmental Quality Act, the Food and Agriculture Organization of the United Nations (FAO) and the regulations of the Environment Ministry.

Arrowhead Specialty Meats is a purveyor of high quality meats and specialty food products to the foodservice industry. They are located at 404 E. 13th Ave., North Kansas City, Mo. They supply to top chefs and restaurants in 48 states. For more information about the company, or to place an order, call (816) 889-9333 or visit the website at www.gamemeat.com.

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