



THE PREMIUM NATURAL

FOR IMMEDIATE RELEASE

Nation's Best Burgers Have Vintage Natural Beef under the Bun

(Kansas City, Missouri) – April 15, 2010 – Vintage Natural Beef® is pleased to announce that it is the primary beef supplier of blanc burgers + bottles and applauds the Kansas City-based restaurants for recently being named the “2010 Burger Bracket National Champion” by *Burgerbusiness.com*.

BurgerBusiness.com is an authority on burger menus and marketing. Its expertise is recognized nationally by such sources as *USA Today*, *MSN Money*, *NPR Marketplace* and many others. Its contest pits 64 of the top burger chains and independents in the country in four regional divisions. Competition is fierce and to win is an achievement. The complete bracket can be found at www.burgerbusiness.com. A newcomer to the Burger Bracket, blanc burgers + bottles' victory in 2010 was in no small part due to the use of a proprietary blend of Vintage Natural Beef in its burgers.

“We really like using Vintage Natural Beef,” says Josh Eans, chef / partner of blanc burgers + bottles. “We sampled many beef programs out there and found that Vintage has superior flavor and consistency.”

Vintage Natural Beef's exceptional flavor and consistency is a result of pure, single breed genetics with no added hormones or antibiotics and a 100% vegetarian diet. No other natural beef can match its tenderness, juiciness, and flavor.

“This is where top quality product meets craftsmanship,” adds Dave Crum, culinary sales consultant with Arrowhead Specialty Meats, the Kansas City area distributor for Vintage. “Vintage is a breed apart from other beef programs just as blanc burgers + bottles is a breed apart from other burger restaurants. We look forward to working with them to create more bracket busting burgers now and into the future.”



THE PREMIUM NATURAL

About blanc burgers + bottles

blanc burgers + bottles is a premium burger restaurant with two locations in the Kansas City metropolitan area featuring Vintage Natural Beef in five of its premium beef burgers. At the end of April 2010, the partners are scheduled to open a new restaurant, b:2 A Burger Boutique, in Lee's Summit, Missouri. To learn more visit www.blancburgers.com

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 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.

Kansas City metro area restaurants interested in adding Vintage Natural Beef to their menu should contact Arrowhead Specialty Meats at 816-889-9333 or visit their website at www.gamemeat.com.

CONTACT:

Keith Welty

Vintage Natural Beef, (816) 713-8631

contactvintage@vintagenaturalbeef.com