

## **FOR IMMEDIATE RELEASE**

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### **Greg Norman Australian Prime Adds Two Midwest Distributors**

Chicago's Fortune Fish Co. and Detroit's Northern Lakes Seafood & Meats Join GNAP's Distributor Family

(LOS ANGELES, CA, June 5, 2008) —Greg Norman Australian Prime™ (GNAP) today announces two new distributors for its high-quality line of Wagyu beef: the Fortune Fish Co. located in Chicago and Detroit's Northern Lakes Seafood & Meats.

“We are pleased to welcome these two respected premium food distributors to the GNAP family,” says Russ Supplee, general manager. “With excellent coverage throughout the Midwest region, we look forward to expanding the number of fine restaurants, country clubs, and retail locations carrying our Signature Wagyu beef line.”

“As center-of-plate specialists for the white-tablecloth industry, we found GNAP's high-end Wagyu beef to be an exceptional product for our high-end restaurant accounts and are proud to carry it,” says Tom Thompson of Northern Lakes Seafood & Meats.

“With over 1,150 white-tablecloth restaurants, upscale hotels, private clubs and independent gourmet retail stores, expanding our line to include high-end Australian Wagyu beef made sense for us,” adds Brad Shoenberg of Fortune Fish Co.

Other GNAP distributors include Bush Bros. (Southeast Florida), Culinary Classics (Orlando/North Florida), AM Briggs (Washington D.C., Virginia and Maryland), Green Tree Packing (New York/North Jersey), and Sterling Food Service (Scottsdale), Superior Anhausner, Premier Meat Co., K&M Meat Co. (Los Angeles), Outwest Meats, Global Foods (Las Vegas), Indian Ridge Provisions (Philadelphia), US Foodservice Lexington, Sysco Columbia (Georgia and Carolinas) as well as several top retail chains.

The GNAP brand is led by its flagship range, Greg Norman Signature Wagyu, a 350-day grain-fed, super-premium line of Wagyu beef. It is accompanied by Greg Norman Premium, a range of 130-day grain-fed beef. The range also includes Greg Norman 100% Australian Beef Patties and Hot Dogs.

Greg Norman Signature Wagyu is graded on the traditional Japanese marbling scale, currently achieving marble scores 5–9. Pronounced WAG-oo, Wagyu beef is considered a super-premium beef, not only because of its generous marbling, but because of its fat quality. Wagyu (translates to “Japanese cow”) cattle are bred to produce fat that is substantially lower in saturated fats than other beef.

The 130-day grain-fed Greg Norman Premium is graded by Meat Standards Australia for meat color, fat depth, breed content, marbling, maturity and ultimate carcass pH, undergoing one of the most rigorous grading systems in the world. The range is the world's first fully trackable “farm-to-plate” beef range. This process ensures that Greg Norman Premium or Signature Wagyu diners, as well, will enjoy a consistently excellent quality of grain-fed beef that's been aged for maximum tenderness and flavor.

No stranger to the beef industry, Australia's Greg Norman (aka “The Great White Shark”) is directly involved

with many facets of his new beef line, including grading issues. In addition to winning 86 tournaments over his 29-year pro golf career, Norman is also an accomplished businessman. His ventures include California and Australian wineries, restaurants, a successful apparel line, golf course design, real estate development, and a new book detailing his entrepreneurial exploits.

“I am tremendously pleased by the response Greg Norman Australian Prime has seen over the past year and am thrilled to be an element in bringing quality Australian grain-fed beef to the United States,” Norman says. “There is no doubt that Australian food products, and beef in particular, resonate very strongly with U.S. consumers because of Australia’s clean, green, wholesome image.”

For more information, visit [www.gnaprime.com.au](http://www.gnaprime.com.au).

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