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Bold Eats launches new line of fresh, flavor-forward gourmet meals

Yoke's Fresh Markets partners with Angus Brands to offer shoppers a 'wild culinary adventure'

June 24, 2008—Spokane, Wash.—There's no shortage of meal-in-a-bag options for today's busy consumers. But consumers know that you can't mass-produce food in a high-volume factory, ship it across the country then nuke it in a microwave and expect a memorable eating experience.

That's why a leading Northwest food company decided to seek a better, bolder way to create fresh-cooked foods that taste terrific, deliver top quality yet still offer consumers a gourmet meal that's ready in minutes.

Welcome to Bold Eats!

Now available at Yoke's markets in eastern Washington and Idaho, Bold Eats is for people who love to eat but hate to slave over meals. Who relish exciting new culinary creations but still need dinner on the table with a minimum of hassle. Who demand gourmet quality but prefer to avoid the high price of take-out foods.

"We wanted to offer consumers the best of both worlds: gourmet quality meals that you can sear, simmer and serve in only 20 minutes or less," said Tom Stachecki, president of Bold Eats' parent company Angus Brands. "So we sought out Curtis Smith, a Culinary Institute of America graduate and top chef at a number of prestigious restaurants in the Northwest. He helped us develop some of the wildest, most creative flavor profiles and ingredient combinations you've ever tasted."

Check out these outrageous varieties:

- *Chicken & Chorizo Succotash.* Marinated white-meat chicken and authentic chorizo sausage in a spicy cream sauce with green beans, corn and tomatoes
- *Oaxaca Beef.* A spicy-sweet mixture of beef chunks, black beans and kidney beans simmered with tomatoes, corn and peppers in mole sauce flavored with chiles, chipotle and cacao
- *Chicken Mirabella.* Marinated chicken, dried figs, capers, olives and onions in a sweet, tangy sauce
- *Bambarre Pork & Peanut Ragout.* Pork sirloin, sweet potatoes, peppers and tomatoes in a rich, sassy peanut sauce
- *Gorgonzola Beef.* Savory beef with steamed vegetables, mushrooms and red potatoes in a creamy gravy spiked with sharp Gorgonzola cheese
- *Jerk Pork & Black Beans.* Spicy marinated pork sirloin with roasted corn, onions and peppers in a bold new jerk sauce with allspice, chile, garlic and cinnamon
- *YinYang Beef.* Tender beef, green beans, peppers, baby corn and edamame beans (sweet green soybeans) in a robust ginger and tamari sauce

"Since our founding in 1946, we have been driven to deliver innovative products and services," explained John Bole, president of Yoke's Fresh Markets. "Bold Eats help us with our mission to please customers by offering easy-to-prepare, home-cooked meals. By helping our customers save time in the kitchen, we're helping them spend more time with their families."

Yoke's Fresh Markets in Washington offering Bold Eats are located in Airway Heights, Argonne, Deer Park, Indian Trail, Kennewick, Market, North Foothills, Pasco, Sprague and West Richland. Yoke's Fresh Markets in Idaho are located in Kellogg and Sandpoint.

ABOUT ANGUS BRANDS

Spokane-based Angus Brands is a family-owned and -operated purveyor of premium meats and gourmet foods for restaurateurs, foodservice operators and grocery retailers. Founded in 1972, Angus Brands built its reputation on exacting quality, unsurpassed service and innovative product development, such as its new Bold Eats line. In 2007, the company received the prestigious AGORA Award from the Spokane Regional Chamber of Commerce. For more information, visit www.boldeats.com or call the toll-free InfoLine at 866-302-6487.