



Zoe's Meats

Press Release

June 13, 2007

Presented by:

Zoe's Meats

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For release 8:00 am EST
June 13, 2007

Zoe's Meats Brings the Finest Meats to Upscale Restaurants, Delis, Pizza Shops and Grocery Stores in the San Francisco Area

PETALUMA, California – On Thursday, June 14, 2007, Zoe's Meats , a community and environmentally conscious food marketing company, officially opens for business. Zoe's Meats creates and delivers exceptional charcuterie (dry cured meats) made by small manufacturers and artisans. George Gavros, the company's founder, named the company after his two year-old daughter.

Gavros exclaims, "We have been developing products with our families of manufacturers and artisans for many months and we are finally showing our wonderful charcuterie "cured meats" to chefs and deli meat buyers throughout the Bay Area."

"The reaction by local chefs to pre-opening tastings has been tremendously positive," says Gavros. "They feel great about working with a company that is focused on community and environmental stewardship, but most importantly, many said our products are great. When you name your company after one of your daughters, you need to offer the best products you can and build a company that you will be proud of. This is what we have done."

One of the ways Zoe's Meats demonstrates commitment to local communities is by donating 1% of sales to local schools. In addition, Zoe's will deliver to schools in their delivery area at no profit. Gavros states, "Our hope is that by eliminating manufacturer marketing profits and distributor profits, we can upgrade the cured meats that our children are eating."

Zoe's Meats delivery trucks run on bio-diesel fuel. The exterior of the trucks will be wrapped with fabrics manufactured in a VOC-free factory and are printed with the first solvent-based ink derived from a renewable source (corn). Marketing materials are printed on recycled materials and company t-shirts are made from organic cotton. Gavros adds, "We feel strongly that we have a responsibility to continually work with our manufacturers to identify raw material sources committed to sustainable agriculture, and that we need to help improve the supply chain of sustainably raised meats."

The company's initial focus is to build a strong customer base in the San Francisco area and throughout California. Other markets being evaluated for expansion are Washington, Ohio and New York.

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