



Zoe's Meats

Press Release

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Presented by:

Zoe's Meats

133 Copeland Street, Suite B

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Zoe's Meats Introduces Mortadella with Pistachios

PETALUMA, California – Mortadella, has long been mocked as “Italian Bologna”. George Gavros, Founder of Zoe's Meats claims, “This is not bologna. We have created a very special product. Zoe's Mortadella with Pistachios is going to rival imported mortadella. Wait till you try this flavor explosion.”

Zoe's Mortadella with Pistachios is prepared in a natural casing. This eight inch (diameter) mortadella has plenty of pistachios in it, but the real ingredient is one that never makes it on the package: the oven.

Gavros highlights, “Ovens are a key ingredient that we don't hear much about in the cured meat business. They are mostly stainless steel, but an old fashioned oven made of stone has years of flavors embedded in its walls. We talk so much about the active ingredients we add to products, but the ovens are hardly ever mentioned.”

Zoe's Mortadella is cooked in an old stone oven. Charlie Hertz, co-founder and partner, (microbiologist by training) states, “You can't replicate the flavors that are a part of these stone walls in a stainless oven. Accordingly, we can't imagine a mortadella that is more flavorful. The other important characteristic of our mortadella is the natural casing which allows the flavors of the oven to permeate the meat.”

Zoe's Meats, is a community and environmentally conscious food marketing company headquartered in Petaluma CA. Zoe's Meats creates and delivers exceptional charcuterie (dry cured meats) made by artisan manufacturers. George Gavros and Charlie Hertz the company's founders, named the company after Gavros' two year-old daughter.

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 are 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. Hertz 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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