



Zoe's Meats

Press Release

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Presented by:

Zoe's Meats

133 Copeland Street, Suite B

Petaluma, CA 94952

www.zoemeats.com

**Zoe's Meats
Invites The Press
To Celebrate Its Launch**

(Ribbon Cutting Ceremony With Petaluma Chamber of Commerce)

PETALUMA, California – On Thursday, September 27, 2007, at 5:30 pm, Zoe's Meats, a community and environmentally conscious food marketing company, will celebrate its launch with a Ribbon Cutting Ceremony with The Petaluma Chamber of Commerce at 133 Copeland Street, Suite B (headquarters). 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. The event is open to members of the press and media. We request a quick RSVP to ensure that we have sliced up enough of our wonderful cured meats. (phone, fax or email)

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 buyers throughout the Bay Area."

"Our first deliveries were on June 13 and in three months we have delivered to more than 75 restaurants, hotels and retailers. The reactions by local chefs have been tremendously positive," says Gavros. "We focused on San Francisco premium restaurants because we felt that they had the most difficult palates to please. What we found out was that Chefs feel great about working with a company that is focused on community and environmental stewardship. At the end of the day though, the most important reason we have had such great success is because they love the products." Restaurant customers to date include Fifth Floor, Town Hall, Absinthe, Bacar, Market Bar, and Beach Chalet to name only a few. Retail customers offering Zoe's Meats include Petaluma Market, Mill Valley Market, Real Foods, and Cal-Mart.

Gavros smiles, "When you name your company after one of your daughters, you need to offer the best products and build a company that you will be proud of. This is what we are working on. We hope to meet members of the press and local businesses at this Launch Party/Ribbon Cutting Event. We look forward to growing a strong company here in Petaluma."

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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