

# Top Pork Products Selected

(NAPSA)—Here's some food for thought: A unique awards program calls on everyday consumers to serve as the ultimate judges of the year's most innovative pork products.

The contest is called the Consumer's Choice Pork Awards. It honors products based on taste, product appeal, fit-to-lifestyle trends and purchase intent. The sponsor, the National Pork Board, the organization behind the Pork, The Other White Meat® campaign, received more than 100 entries from consumers, industry experts, manufacturers and retailers.

Awards winners include a broad range of products, proving that pork holds a special place in today's kitchens, from everyday meals and snacks to special family gatherings and holidays.

"The idea of convenience continues to be top-of-mind for everyday home cooks," says Becca Hendricks, strategic marketing manager for the National Pork Board. "Pork continues to fit the bill as a tasty, nutritious and convenient option for today's lifestyles, no matter what the menu dictates."

The ten finalists were reviewed by a consumer panel who then selected the five products to receive the highest distinction—The Golden Fork Award. These were:

- Black Forest Ham (Hormel Foods Corporation). Pre-sliced and ready-to-serve, this lunchmeat provides premium deli-quality products. Freshness is sealed tight with a new Slide-Rite closure.

- Swift Premium (Pepper Grill Pork Filet Fresh Roasters (Swift & Company). Ready-to-cook, pre-seasoned and marinated, this



roast can go from the oven to the dinner table in less than 45 minutes. It offers great homemade taste with virtually no preparation or messy clean-up.

- Hillshire Farm Deli Select Ultra Thin Smoked Ham (Sara Lee Foods). Presliced and ready-to-serve, it offers consumers service-deli quality with the convenience of packaged lunchmeat. The product comes in a Gladware container that's reusable, resealable and microwavable and keeps the product fresh after opening.

- Lupo's Stir Fry Teriyaki Pork (Sam A. Lupo & Sons, Inc.). Stir Fry Teriyaki Pork contains pre-seasoned pork, a vegetable packet and stir-fry sauce. It's skillet-ready and can be on the table in 15 minutes.

- Pork Crown Roast (Iowa Quality Meats). "No Regrets" deep-basting and special trim makes this product popular. The roast is made from pre-marinated Prime Rib of Pork.

Winning products were awarded a Consumer's Choice Pork Awards golden fork trophy, and earned the right to use the official Consumer's Choice Pork Awards winner's seal in merchandising efforts.

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