



For Immediate Release

Wellshire Farms Named #1 Hot Dog by New York Times

New York, NY—Wellshire's All Natural Premium Beef Franks are the #1 Hot Dog on the market, according to the New York Times.

"This is a gratifying honor," said Wellshire Founder and President, Louis B. Colameco III. "Wellshire never compromised on its ingredients or taste, and has always stayed true to its promise to give customers an all-natural product they can feel good about feeding their family."

The New York Times recently taste-tested several all-beef hot dog brands in an effort to inform readers on the best and worst hot dogs for summer barbecues.

Wellshire ranked first on the list according to the article's author, Julia Moskin.

Moskin says Wellshire All Natural Premium Beef Franks have "a true and familiar hot dog profile: an identifiable beefy taste, a texture that's soft but not mealy, a noticeable juiciness and a thread of warm spice flavor. Wellshire Farms got the edge because of its slightly larger size, coming in first in our tasting."

The taste-test was judged by Moskin and two other native New Yorkers, experts you could say when it comes to the topic. "All-beef hot dogs are part of the city's food DNA," writes Moskin.

The terms of the taste-test were as follows:

"First, the hot dogs would be cooked on a gas grill until well browned. Next, each would be tasted plain to evaluate the intrinsic qualities of the hot dog: seasoning, beefiness, snap, texture. Last, each would be eaten in a bun with the judge's preordained condiments — the same for each dog, to keep the flavor profile consistent."

The title of #1 Hot Dog is a testament to the efforts of the Wellshire Team, who works to make sure all its products are all natural, free of antibiotics, growth hormones, preservatives, nitrates and nitrites, and other artificial ingredients.

Wellshire uses only humanely raised animals that are fed an all vegetarian diet. The company values going above and beyond industry standards, never cutting corners and never compromising.

The All Natural Premium Beef Franks are gluten free, soy free, have 40% less sodium, and are GAP Step 1 approved, meaning all beef used was never subject to cages, crates or crowding.

“We’ve always believed our hot dogs were the best!” said Colameco. “We’re thankful to the New York Times for spreading the word so that people across the country can enjoy all natural meals with their families.”

Wellshire products are sold exclusively at Whole Foods Market. For more information or to sample products, email Jill Perkins at jill@wellshirefarms.com.

###

Wellshire Farms was founded in 1996 by Louis B. Colameco III. Today, the family-owned business prides itself on its production of all-natural and organic meat products, free of artificial ingredients, nitrates, nitrites and preservatives. Built on the belief of one true family and partnership, our moral and social obligation is to our farmers, processors, business associates, customers, employees and our local community.

For more information:

Jill Perkins

412-398-3011

jill@wellshirefarms.com