



POULTRY - Epicure Reserve™

Air-Chilled Poultry Special Enough to be Called Niman Ranch

Chef-Inspired Gourmet Natural Meats



OUR POULTRY IS:

- » **Never given antibiotics - ever**
- » **Never given added hormones - ever**
- » **Fed only the finest all-vegetarian feeds**
- » **Humanely raised on environmentally sustainable U.S. family farms**
- » **Traceable from farm to plate**

AIR-CHILLED

AWARD-WINNING FLAVOR*

Niman Ranch's line of Epicure Reserve™ poultry is patterned after the Label Rouge (Red Label) Program in France, which originated from a grass roots movement responding to the increase in demand for traditionally-raised farm chickens. Today, the Label Rouge Program is the gold standard for naturally raised, premium poultry. Niman Ranch is proud to offer this gourmet line of poultry.

HERITAGE BREEDS

- » The parent stock for Niman Ranch Epicure Reserve™ birds is imported from France to ensure that the exact genetics used in the renowned French Label Rouge Program are represented in our birds, which are all born and grown in the United States.
- » The Poulet Rouge Fermiere is a rustic slow-growing heritage chicken from France known as the Redbro Cou Nu (red feathered naked neck) breed. This bird is regarded as one of the top chickens in the Label Rouge Program. It has a distinctive flavor, a thin, translucent skin, an elongated breast with few feather follicles, a high keel bone, and longer legs. The Poussin Rouge Fermiere is the smaller product offering from the same breed.
- » The Pintade Fermiere is a slow-growing heritage guinea hen from France known as an Isa Essor Pitade de Chair. Over the years, the French have perfected the guinea as a premium meat bird. Larger, meatier and more flavorful than North American guinea breeds, it is regarded as one of the top guineas in the Label Rouge Program.

TRADITIONAL OLD-WORLD FARMING TECHNIQUES

- » All of our birds are grown on small U.S. family farms by growers who care about the birds' welfare. Our farmers have 25-40 years of poultry growing experience and are committed to traditional growing methods. Our farmers use sustainable practices and follow land management protocols designed to protect the environment.

ARTISAN PROCESSING & AIR-CHILLED

- » Our birds are air-chilled. We use air-chilling, instead of the more commonly used industry-standard of chlorinated water baths, to eliminate the risk of cross contamination and the absorption of chlorinated water. This method protects the integrity of the birds' flavor.



Niman Ranch raises livestock traditionally, humanely and sustainably to deliver the finest tasting meat in the world.

Niman Ranch isn't just one ranch. We are a network of more than 650 sustainable U.S. farms and ranches.

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*These breeds repeatedly qualify for Label Rouge Program based on flavor and other criteria.

Winner of the Medaille D'Or (Paris 2001) award - 2008 NASFT soft™ Finalist: Outstanding Perishable Foodservice Product