

P.O. Box 516 Mt. Airy, GA 30563

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Contact:

Dale Faunce

Marketing Manager

PHONE 877-826-2322

FAX 706-778-3767

[dalefaunce@springermountainfarms.com](mailto:dalefaunce@springermountainfarms.com)

**Springer Mountain Farms introduces Paula Deen chicken products**

*Food Network celebrity selects Springer Mountain Farms for her new poultry line*

June 27, 2011 (Baldwin, GA) – Popular Food Network personality Paula Deen has partnered with Springer Mountain Farms to produce and package her branded line of chicken products.

“Chicken is a very logical line of food for us to have,” says Deen. “I’m particularly impressed with the way Springer Mountain Farms raises and feeds its chickens, producing an especially tender and delicious product. I’m proud to put my name on these items and encourage everyone to give them a try.”

Deen selected Springer Mountain Farms as a partner, in large part, because the Baldwin, GA-based company adheres to strict growing and feeding procedures that allow their chickens to mature in healthy, clean conditions. When purchasing Springer Mountain Farms packaged whole chickens and chicken parts, consumers can be assured that:

- The products they are purchasing are certified 100% All Natural.
- Springer Mountain Farms chickens have never received any steroids, hormones, antibiotics, or animal by-products during their lifetime and are certified as pesticide free.
- The chickens have been fed a simple diet of U.S. grown corn and soybeans, earning the Safe Feed/Safe Food Certification by the American Feed Industry Association.
- Each package of fresh chicken has earned a USDA Grade A rating for wholesomeness, safety and quality.
- The farms raising these chickens are certified by the American Humane Association.

Paula Deen chicken by Springer Mountain Farms will be sold in numerous grocery store chains across the country. The fresh chicken products will complement existing lines of Paula Deen prepared and frozen foods and condiments.

Product packaging and point-of-purchase materials featuring Paula Deen Springer Mountain Farms chicken will roll out to supermarkets later this summer. Springer Mountain Farms chicken will also be served in Paula Deen’s The Lady & Sons and Uncle Bubba’s Oyster House restaurants as well as other select restaurants across the U.S.

The licensing agreement between Springer Mountain Farms and Paula Deen Enterprises was facilitated by Global Licensing, Inc., headquartered in Pawley's Island, SC.

#### About Springer Mountain Farms

Springer Mountain Farms, headquartered in Baldwin, GA, is a family-owned business that has been raising chickens for more than 60 years. Built on strong family values and kindred relationships within the farming community, Springer Mountain Farms became the first company in America to be certified by the American Humane Association for its humane growing practices and commitment to raising poultry on an all-vegetarian diet without the use of antibiotics.

[www.SpringerMountainFarms.com](http://www.SpringerMountainFarms.com)

#### About Paula Deen

Since she launched The Bag Lady catering business in 1989, Savannah, GA, resident Paula Deen has spread her ideas about tasty Southern cooking and affordable elegance to fans across the country and around the world. Today, the accomplished Food Network celebrity, cookbook author, magazine publisher, newsletter editor, and restaurateur has broadened her reach through the development of successful licensed product lines in cookware, furniture, eyewear, home textiles, bedding and food products.

[www.pauladeen.com](http://www.pauladeen.com)

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