



News Release

For Immediate Release

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Niman Ranch Offers New No Sugar Line

Health Concerns, Medical Conditions, Whole30® and Paleo Diets Spur Decision

Northglenn, Colo. (January 25, 2018) — Niman Ranch, a leader in sustainable agriculture and humane livestock practices, responded to consumer demand and announced a new line of eight no sugar products that include bacon, pork chops, a pork roast and sausages. Known for their clean and minimally processed ingredients, the no sugar items are ideal for those with specialized diet programs such as paleo and Whole30®* and an option for those with medical conditions that require a low-sugar diet.

“With no-sugar bacon growing at a faster rate than traditional bacon, Niman Ranch’s bestselling and award winning product was in high demand. Our no-sugar Applewood Smoked Bacon went through many rounds of taste tests until we felt confident it could go toe to toe with our traditional bacon,” said Drew Calvert, vice president of marketing and new products for Niman Ranch. “We are pleased with the end result and are happy to introduce the renowned bacon and other products to our consumers.”

The Niman Ranch No Sugar Line includes: Applewood Smoked Bacon; Ginger Lemongrass, Andouille, and Apple Gouda (no sugar added) Uncured Sausages; Seasoned Pork Chops including Uncured Bacon Wrapped with Rosemary, Herb & Cracked Mustard Seed, Sea Salt & Cracked Black Pepper; and a Herb and Cracked Mustard Seed Pork Roast.

Niman Ranch pork is third-party certified under the Certified Humane® program and from hogs raised by a community of small, independent U.S. family hog farmers who adhere to some of the strictest animal welfare protocols in the industry, including:

- No antibiotics - EVER
- No gestation or farrowing crates
- Raised outside or deeply bedded pens
- Never fed animal by-products

Calvert concluded, “Customers can expect all the flavor from Niman Ranch, without any added sugar.”

Niman Ranch products are available nationally through our distributor network. Photos available on request.

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**The Apple Gouda Uncured Sausage does not qualify for Whole30® due to dairy but all seven other products comply.*

With more than 40 years as an industry leader, Niman Ranch is a community of more than 720 independent family farmers and ranchers who raise livestock traditionally, humanely and sustainably to deliver the finest-tasting meat. All Niman Ranch pork, beef, lamb and prepared products are certified under the Certified Humane® program and available nationwide at both food service and retail locations.