

## PRESS RELEASE

### Contact:

Megan Wortman  
Executive Director  
American Lamb Board  
megan@americanlamb.com  
(303) 759-3001

### WHY LAMB RULES: American Lamb Receives Prominent National Media Coverage in Saveur Magazine

FOR IMMEDIATE RELEASE—Denver, Colorado—September 28, 2009—The American Lamb Board’s media relations program helped secure national media coverage in leading foodie magazine Saveur’s October issue dedicated to “Why Lamb Rules.” The ALB’s strategic media placement efforts included orchestrating a desk-side meeting with food editor Todd Coleman last fall, as well as conducting follow-up pitches, making arrangements for key staff members to attend the Taste of Vail lamb cook-off and coordinating a visit to Henry Etcheverry’s sheep operation in Idaho. According to ALB Executive Director, Megan Wortman, “This kind of coverage is exactly what the American Lamb industry needs to help raise awareness about lamb and connect consumers to lamb through our industry’s rich history, traditions and passion for producing high quality, great tasting lamb.”

The 22-page cover feature story highlights lamb’s “supple and velvety, delicate yet rich” flavor and the editors call out to readers that while “restaurant chefs in America have long championed lamb... home cooks in this country have traditionally prepared it less often than they have many other meats.” The comprehensive, colorful and informative spread is an encouraging call to action for Saveur’s American readership to discover the versatility, cuts, flavor and “purity” of lamb.

American lamb is prominently featured throughout the glossy issue, most notably in “A Shepherd’s Life,” a four-page color spread featuring Henry Etcheverry’s family sheep operation in Idaho, rooted deeply in Basque tradition. The article details the writer’s

experience as he spent a day-in-the-life with the Etcheverry family to portray how lamb in America is raised, including the high quality standards and care given to the animals. The lamb-dedicated spread also includes a two-page chart that reveals to readers the wealth of lamb cuts available domestically. The chart takes the average home cook beyond the “meaty leg of lamb” and the “elegant rib racks [that] get all the love in the United States,” to encourage readers to “expand their cooking repertoire” to include square-cut shoulder, arm shoulder chop, stew meat, fore shank, neck slices, breast, rack, rib chops, loin chops, sirloin chops, leg and top round.

Saveur editors also present eight globally diverse recipes, as well as three simple rubs and marinades and four classic sauces in order to “showcase lamb’s incomparable beauty.” The recipes further illustrate how easily lamb can be prepared at home by identifying that “lamb’s distinctive flavor takes well to a remarkable variety of sauces.”

Overall, this first-ever lamb focused issue of Saveur (circ: 328,899) motivates its national readership to source, purchase, prepare and enjoy eating lamb, and pays homage to the way American lamb is raised from pasture to plate.

For more information about American lamb, visit [www.americanlamb.com](http://www.americanlamb.com).

# # #