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News Release

For Immediate Release

Vantage Supplies Ukrops Super Markets Inc. with Fresh Case-Ready Meats

09.03.09 **Lenoir, North Carolina** – Today, Vantage Foods LP announced completion of a long term agreement with Ukrops Super Markets Inc. to exclusively supply their retail outlets with fresh case-ready red meats.

Founded and headquartered in Richmond, VA, Ukrops Super Markets Inc. operates 28 retail food stores and Joe's Market (a regional specialty market). Started in 1937, the organization differentiates itself with a firm commitment to its version of the Golden Rule – *treating customers, associates (5000) and suppliers as they personally wish to be treated*. This is reflected in Ukrops' solid customer base, innovative blend of products and services and exceptional quality standards.

Vantage Foods will supply fresh case ready meats to all Ukrops retail outlets on a 24/7 basis from its state of the art service centre located in Lenoir, North Carolina.

"Our customers have come to expect optimal quality, selection and food safety in our stores," says Alan Warren, Director of Meat and Seafood. "With this improved case ready program in place, we can offer our shoppers the same level of service in our fresh meats case. That's in keeping with our core values as a service oriented retailer."

Here to stay, case ready is quickly being adapted by North American retailers as a means of providing improved quality, fresh and increased selection for shoppers. Because Ukrop's case ready meat will be processed, packaged, priced and distributed from Vantage's USDA inspected facility, rigorous quality control and food safety protocols can be assured. Moreover Ukrops will be able to manage their meat case inventory by ordering 24/7 thereby eliminating waste and guaranteeing customer access to a consistent variety of very fresh product.

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For more information:

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