



Stew Leonard's All-Natural Naked® Line

Stew Leonard's Naked® brand line, which includes beef, chicken, seafood and selected Naked® Grass-Fed meat products, is Stew Leonard's way of providing customers with high-quality, yet affordable options that contain no antibiotics, added hormones or preservatives, and are also raised and harvested humanely. Blind taste tests conducted by Stew Leonard's butchers and chefs have proven Naked® Beef, Chicken, Salmon and Pork to be more tender, juicy and flavorful than other natural brands.

"The line has been a huge success ever since we launched it back in 2006 with our Naked® chicken," said Stew Leonard, Jr., CEO and President of Stew Leonard's. "Each Stew's Naked® product is the top-seller in its category."

NAKED® BACON

Stew Leonard's Uncured Sliced Naked® Bacon is free of antibiotics and added hormones, with no nitrates or nitrites added. Unlike conventional bacon, Stew's Naked® bacon has not been cured with sodium nitrites, which is used to preserve color and flavor. Uncured bacon instead uses natural nitrates found in sea salt and celery powder to achieve a taste similar to cured bacon, yet without any chemicals.

NAKED® BEEF

Strip steak took on a whole new meaning in 2007 with the launch of Stew Leonard's all-natural meat line, branded Naked® Beef because it is from cattle that have never been given hormones, antibiotics or steroids, and are fed completely on grass and grain. Available in strip steaks, rib eyes, porterhouse, tenderloin and sirloin cuts, as well as freshly ground, Naked® Beef is guaranteed tender. Naked Beef is additionally pesticide residue free.

Kim May is one of the ranchers who is supplying Stew Leonard's with Naked® Beef. On his 400 acre family-owned farm in southern Nebraska, Kim is committed to sustainable agriculture, and grows all the corn and hay that the cattle are raised on. A rancher for 20 years, Kim is in the upper five percent of all ranchers in the United States for the quality grade of his cattle. His philosophy is, "if you treat your cattle tenderly, you'll get tender beef."

NAKED® CAGE-FREE EGGS

Direct from family farms in the heart of Amish Country, Stew Leonard's Naked Cage-Free Eggs are sourced from hens that are fed an all vegetarian diet, free of antibiotics and pesticides. These hens are free to roam outside of their hen house, entering and leaving their nests at will. Their eggs are gathered straight from the nest, placed in a cooler, and then processed. An automatic Candler uses ultrasound and a series of sensors to give 24 separate quality check to every Stew Leonard's Naked Egg.

NAKED® CHICKEN

In 2006, customers started clucking about the 100 percent all-natural fresh chicken that Stew Leonard's has launched under the brand name Naked® Chicken. The chickens are raised on family farms in Pennsylvania's Amish country, where they are fed a pure vegetarian diet of corn and soybeans, given ample room "to streak" in the barn, and are never given antibiotics or hormones. Naked® Chicken has a natural creamy color, is moist and juicy with an authentic chicken flavor Chicken, and is additionally pesticide residue free.

NAKED® CHICKEN SAUSAGE

In 2009, Stew Leonard's introduced Chicken Sausage to its popular Naked® brand line, offering customers a comprehensive range of all-natural meat products. Stew's Naked® Chicken Sausage is minimally processed with no antibiotics, added hormones, artificial ingredients or preservatives. It comes in four varieties including Sundried Tomato, Sweet Apple, Mild Italian and Spinach & Garlic.

NAKED® DELI MEAT

Stew Leonard's Naked® Deli Meat line includes antibiotic and hormone free turkey, chicken, and ham. Sourced from pork, chicken, and turkeys raised on family-owned farms in Pennsylvania, Stew's Naked® deli line is a wonderful lunchbox option for healthy families on the go!

NAKED® GRASS FED HOT DOGS

Stew Leonard's Naked® Grass Fed hot dogs are made using 100% USA beef from cattle that are raised without hormones or antibiotics and free graze over 1.5 million acres of grass. Minimally processed with no artificial ingredients – and no nitrites or nitrates added – these natural, uncured hot dogs are additionally gluten free and made with a special seasoning blend of garlic, onion, paprika and salt for a classic, all-American hot dog.

NAKED® PORK

In 2008, Stew Leonard's went "whole hog" and offered customers all-natural meat with the introduction of Naked® Pork. Sourced from family farms throughout Pennsylvania, Naked® Pork is available in boneless center-cut pork chops, bone-in center-cut pork chops and pork tenderloin. Pork chops are the most popular cut from the pork loin, which is the area that runs from the pig's hip to shoulder. The "classic" pork chop is boneless, while the bone-in pork chop makes for an elegant presentation at the dinner table. The tenderloin, sometimes called the fillet of pork, is the tenderest cut of pork, while also being the leanest.

NAKED® SALMON

Stew Leonard's unveiled Naked® Salmon in May 2008 just in time for the summer grilling season. Stew Leonard's Naked® Salmon is antibiotic and chemical free, but costs less than half of what you would pay for wild Alaskan salmon. Our Naked® Salmon are raised on a farm in the waters off northern Scotland that practices environmentally-sound techniques and are fed a diet that emulates what is found in the wild, providing a rich omega-3 fat content. The farm harvests and delivers fish within hours of capture to provide the freshest fish possible. Also available in Naked® Smoked Salmon.

NAKED® SHRIMP

Stew Leonard's Naked® Shrimp is raised in mangrove shrimp farms off the pristine waters of the Gulf of Guayaquil, along the Pacific Coast of Ecuador. Free of pesticides, artificial fertilizers, antibiotics or GMOs, this shrimp is firm, sweet and succulent!

NAKED® SKINNY BURGERS and NAKED® SKINNY GROUND: New for summer 2016! Stew's Naked® Skinny Burgers give customers a healthier, great tasting burger choice with a refined blend of grass fed chuck and brisket for a robust beef taste profile and antibiotic- and hormone-free chicken. This customized mix means burger lovers get the juicy taste they crave with the nutritional benefits of 40% less fat, 25% fewer calories and

33% less saturated fat than a typical beef burger. The Naked® Skinny Ground has the same characteristics and can be used in any recipe calling for ground beef. The patent pending process ensures the 50/50 mix of all natural grass fed beef and chicken produces quick cooking, juicy burgers. Naked® Skinny Burgers and Naked® Skinny Ground are additionally Certified Gluten-Free and Paleo Friendly Certified.

NAKED® TURKEY

Stew Leonard’s all natural free range Naked® Turkey is the bird of choice for the Leonard family every Thanksgiving. These turkeys are raised in Bucks County, Pennsylvania; they are fed a 100% vegetarian diet and are never given antibiotics or added hormones. This turkey has 20% more breast meat and 55% less fat than regular turkeys and is the SAME turkeys served in The White House each year! Also available in Naked® Ground Turkey.

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