



Kate's
**HOMEMADE
BUTTER**

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MAINE-MADE KATE'S HOMEMADE BUTTER NAMED TOP PICK BY *NEW YORK MAGAZINE*

Healthy sales underway at over 500 market locations in dozens of states

Old Orchard Beach, ME – Kate's Homemade Butter with Sea Salt, made in small, slow-churned batches on southern coastal Maine, this week was named *New York Magazine's* "Top Pick" on the publication's list of best butters. The weekly magazine, which reaches 1.6 million readers each week, featured the all-natural, award-winning butter from Kate's in its April 28 issue.

"After having been knocked to the back of the dairy case in the sixties, and buried under a fashionable flood of olive oil in the decades since, butter is back in a big way," the magazine announced. "Butter's peak season is approaching, so it's time to take stock of the best being made in our own backyard.



"Churned daily in small batches from fresh pasteurized cream supplied by local dairy farmers and free of artificial growth hormones, Maine-made Kate's (www.kateshomemadebutter.com) has a good creamy texture and well-rounded flavor perfectly balanced with sea salt," the feature continued.

Kate's unique, sweet cream butter is made fresh daily, from pasteurized cream, by the Patry family in Old Orchard Beach, Maine. The family's heritage dates back four generations, to the turn of the 20th century, in nearby Minot, Maine. Kate's founder and current president, Daniel Patry, was already making premium butter with his Uncle Roland by age 13. Today, Patry and his team continue their pledge to never use artificial growth hormones in the cows that produce their cream, and no preservatives, artificial colors or other additives in any of their butter products. Kate's fresh butter is also never frozen – quite unique in today's industry.

"We appreciate our customers' loyalty at Kate's, and don't take that loyalty for granted," Patry noted. "They've come to expect that we don't skip any steps or take any shortcuts with our artisanal butter, and that quality really matters to our entire team. We've all learned that making butter in the same authentic, healthy way that our grandparents and great-grandparents did really does make all the difference in the world."

Press seems to agree; Kate's Homemade Butter with Sea Salt as well as Kate's Unsalted version have earned an impressive collection of accolades from regional and national press outlets of late, including *Food & Wine* ("...this all-natural butter with a nice hint of sweetness and salt has the creaminess and body of the best examples from France, England and Denmark"), and *The New York Sun*, which praised the butter as "the cream of the crop."

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“...The butter speaks for itself,” raved The Phantom Gourmet, adding “it’s light and rich, bursting with sweet cream flavor.” And Portland, Maine’s *Port City Life* named Kate’s “A Better Butter,” adding that consumers would be “hard-pressed to find someone more passionate about butter than Dan Patry.”

The artisanal butter has earned its stripes in culinary competitions, as well. Most recently, in its first-ever national competition, Kate’s took first prize in the Salted Butter category at the 2006 World Dairy Expo. The product earned 99.5 points on a 100-point scale – particularly noteworthy given the number and quality of the industry competition.

Kate’s Homemade Butter is now carried at over 500 major market and specialty food store locations covering two-thirds of the country – from Maine to as far west as Chicago, and as far south as Georgia and Florida.

For further info and press clips, visit www.kateshomemadebutter.com .

Resources for Press:

*To request samples of Kate’s Homemade Butter,
or to request an interview with President and Founder Daniel Patry, please contact:*

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