



**For Immediate Release**

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## **SugarCreek Brings Innovation and Sizzle to Annual Meat Conference**

*Food innovation and product co-development on the menu at booth 612*

**Nashville, Tenn.** – SugarCreek will demonstrate how food innovation spans from bacon and meatballs to large scale sous vide products at the Annual Meat Conference (AMC), held February 21-23 at the Gaylord Opryland Resort & Convention Center in Nashville, Tennessee.

Celebrating its 50<sup>th</sup> anniversary in 2016, SugarCreek's booth (#612) will proudly display the products that helped form the company, including fully-cooked bacon and Italian meatballs. Building upon that foundation, SugarCreek's food truck will also be on hand to serve up sous vide pork carnitas and beef tenderloin sliders.

"Our menu for AMC really showcases the vast capabilities and innovative solutions that SugarCreek has to offer," said Lance Layman, Vice President, Business Development for SugarCreek. "From bacon to sous vide, we will demonstrate how SugarCreek can work with retailers and foodservice operators to co-develop new products, get them to market and increase their bottom line."

SugarCreek is the largest independent processor of bacon in the United States, and offers both raw and fully-cooked bacon products, including pork bacon, turkey bacon, bacon bits and bacon jerky.

In 2015, SugarCreek opened a 418,000 square foot facility in Cambridge City, Indiana that features the largest sous vide line in the nation. Sous vide (translated as "under vacuum") is a staple of European cooking, but has largely been limited to small batch cooking in the United States.

"AMC is really one of the first opportunities we've had to demonstrate our full range of capabilities publicly," Layman said. "We're excited to showcase what SugarCreek has to offer and look forward to co-developing new products with attendees from across the food industry."

### **About SugarCreek**

SugarCreek is an innovative, diversified and flexible food manufacturer helping some of the industry's largest and best-known companies develop brandworthy food solutions. SugarCreek's authentic culinary expertise helps drive innovation, and our in-house expertise in everything from food trends and marketing to packaging and logistics makes the company an ideal partner for new product development – including bringing scale to sous vide. SugarCreek employs 1,700 people in six manufacturing facilities, and serves clients across the U.S. and internationally.

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