



News From The Coop

CHICKEN POT PIE UPDATE... WERE CLUCKING AGAIN



FoodProcessing.com **E-NEWS**

Our favorite products of 2007

"Murray's Chicken Pot Pie is one of the new products that most impressed us over the past 12 months that we are actually and actively buying ourselves." *Editors, Food Processing Magazine*

Murray's Chicken Pot Pie: A pot pie even the Brits would love

Anyone who's ever eaten a hot meat pie in the U.K. knows what an authentic one should taste like. Finding such authenticity on this side of the Atlantic is nearly impossible. Which is why Murray's Chicken, South Fallsburg, N.Y., Baked Chicken Pot Pie got our attention.

This is an authentic meat pie, with a perfectly flaky puff-pastry crust, balance of meat to veggies and sauce and overall freshness almost unheard of in a processed pie. Released for national distribution in spring, the product marks the first in the company's new, "no-hassle, meals under 5 minutes line": Chicken Express. Unlike other offerings, the organic, white-meat chicken is in moist and juicy chunks and makes up the predominant flavor note versus the dehydrated onion and garlic that is so common in competing products – and virtually all savory processed foods, for that matter.

The pies contain no trans fats, are all natural with no nitrates, nitrites or preservatives. Combining tradition and flavor with convenience, two minutes in the microwave are enough to evenly heat the filling – amazingly, without affecting the crunch of the pie crust. All Murray's products carry the Certified Humane label. *David Feder, Managing Editor & Editor-Wellness Foods*