



FOR IMMEDIATE RELEASE:
November 15, 2005

FOR MORE INFORMATION:
Joe Delmar
Cell (609) 320-4193

Koch's Turkey Farm launches new brand identity Pennsylvania's leading producer of all natural turkey products

TAMAQUA, PA -- Commemorating its half-century commitment to excellence, Koch's Turkey Farm proudly announces a new brand identity representing its role as a leading producer of wholesome, all natural turkey and poultry products.

"Our new branding assures our customers and colleagues that the Koch family stands behind our product," said President Duane L. Koch. "The new logo reflects our rich heritage as well as our continuing commitment to provide quality poultry products everyone will enjoy."

Koch's products are all natural, vegetarian fed, antibiotic and preservative free and sold nationally at Whole Foods and other fine natural foods stores. A full line of fresh turkeys, turkey breasts and turkey parts are available as well as nitrite free smoked products and marinated fillets.

"The new branding is so important as we move into the holiday turkey season," said Koch. "We want families to remember they can eat healthy and enjoy an all natural Thanksgiving with Koch's."

The new logo features an earthy color scheme and fonts as well as an illustration of a quaint, nostalgic farm. Just looking at the logo evokes a warm, positive feeling of the brand and Koch's 50-year reputation for quality.

Supporting the branding will be a new website, product packaging, in-store collateral, promotions, signage and electronic trade newsletters. The new logo is now featured on Koch's smoked all natural, antibiotic free turkey breasts and parts. In addition, Koch's natural marinated turkey tenderloins and ground turkey products recently began featuring the new logo.

Founded by Lowell Koch in 1953, the Koch's Turkey Farm tradition continues today with second-generation family members Barbara Koch Hill, Duane L. Koch, Beth Koch Argall and Pamela Koch Williams.

Learn more about Koch's Turkey Farm by visiting <http://www.kochsturkey.com>. A high-resolution version of the new logo is available on the website.

WWW.KOCHSTURKEY.COM
416 Valley Road • Tamaqua, PA 18252