



GEMPELER'S SUPERMARKET EARNS MEAT AWARDS

The exceptional quality of meat products produced by Gempeler's Supermarket, Monticello, Wis., was recognized at the 76th annual convention of the Wisconsin Association of Meat Processors (WAMP) held in Madison April 9-12. In the Meat Product Competition held during the convention, Gempeler's received four awards. In the category of boneless poultry products, Gempeler's Smoked Boneless Turkey Breast earned the Grand Champion award. In the restructured jerky category, Gempeler's Beef Strips received the Grand Champion award. Their entry in the ring liver sausage category earned the Champion award, and in the fresh dinner sausage category, Gempeler's Alpine Boy™ Fresh Kalberwurst (Veal Sausage) received the Champion award.

The WAMP Meat Product Competition is the largest of its kind in the United States. This year, meat processing plants and meat markets from throughout the state entered 1,041 individual products into 36 judging categories, including summer sausage, bratwurst, ham, bacon, smoked poultry and others. Over 40 judges including food scientists, out-of-state meat processors and other food industry professionals were required to effectively evaluate the entries during the product evaluation session on Saturday, April 11th. Individual products were scored for external appearance and eye appeal, internal appearance, aroma, and taste, using a scale of 1,000 points.

The size of this product show and the quality of the entries demonstrate the important role sausage and processed meats play in Wisconsin's meat industry, and for consumers across the state.

Established in 1972, Gempeler's Supermarket is an independent, family owned and operated retail grocery store and the home of award-winning Alpine Boy™ brand sausage products, all hand crafted on site. Gempeler's also features a full service fresh meat counter, their own made-to-order Alpine Boy™ pizzas and sub sandwiches, and a large selection of locally crafted cheeses. More information is available at www.GempelersSupermarket.com.

###