



For Immediate Release

April 5, 2016

Contact: Ken Gempeler, Co-Owner, 608-938-4927
Gempeler's Supermarket, 219 N. Main St., Monticello, WI 53570

GEMPELER'S SUPERMARKET EARNS MEAT AWARDS

The exceptional quality of meat products produced by Gempeler's Supermarket, Monticello, Wis., was recognized at the 77th annual convention of the Wisconsin Association of Meat Processors (WAMP) held in Madison April 1-3. In the Meat Product Competition held during the convention, Gempeler's received four awards. Their entry in the ring liver sausage category received the Grand Champion award. In the Fresh Breakfast Sausage Links category, their Southern Style Pork Links received the Reserve Grand Champion award. In the cooked traditional bratwurst category, their Alpine Boy™ Wisconsin Style Bratwurst earned Reserve Grand Champion, and their Whole Smoked Turkey received the Champion award in the cured and smoked poultry category.

The WAMP Meat Product Competition is the largest of its kind in the United States. This year, meat markets and processing plants from throughout the state entered more than 1,000 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 2nd. 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, a wide variety of hot and cold deli selections featuring 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.

###