



For Immediate Release

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Contact: Ken Gempeler, Co-Owner, 608-938-4927
Gempeler's Supermarket, 219 N. Main St. P.O. Box 213, Monticello, WI 53570

GEMPELER'S SUPERMARKET EARNS MEAT AWARDS

The exceptional quality of Alpine Boy™ sausage products hand crafted by Gempeler's Supermarket, Monticello, Wis., was recognized at the 80th annual convention of the Wisconsin Association of Meat Processors (WAMP) held in Madison April 4-7. In the Meat Product Competition held during the convention, Gempeler's Alpine Boy entries received awards in four product categories. They earned the Reserve Grand Champion award for their Precooked Wisconsin Style Bratwurst (precooked traditional bratwurst category), Precooked Veal Sausage (specialty ring sausage category), and Beef Strips (restructured jerky category). They received the Honorable Mention award for their Precooked Hawaiian Bratwurst (precooked flavored bratwurst category). Six more Gempeler's Alpine Boy entries were ranked in the top ten in their respective product categories.

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 over 900 individual products into 36 judging categories, including summer sausage, bratwurst, ham, bacon, smoked poultry, breakfast sausage, and others. Over 40 judges - including food scientists, out-of-state meat processors and other food industry professionals - were required to effectively evaluate each entry and score it 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.

Now in its 48th year of operation, Gempeler's Supermarket is an independent, family owned and operated full service grocery store, and the home of award-winning Alpine Boy™ brand sausage products, all hand crafted on site. Other specialties at Gempeler's include their full service fresh meat counter, hot and cold deli selections featuring made-to-order Alpine Boy™ pizzas and sub sandwiches, and a large selection of locally crafted cheese. More information is available at

www.GempelersSupermarket.com.

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