

For Immediate Release

Rutter's Farm Stores
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Rutter's Adds Lower Fat Options, New Sampler Plate to Menu

May 14, 2015 (York, PA)- Rutter's Farm Stores added lower fat ingredients, turkey bacon and black bean burgers, as well as a new appetizer sampler plate to the popular and award-winning menu, the Central PA retailer announced this week.

Black bean burgers offer Rutter's customers a lower fat, high protein alternative to the 1/3 pound Angus beef burger on Rutter's menu. The ¼ pound chipotle-flavored patty can be substituted in any burger order on Rutter's menu, including patty melts and Rutter's Ultimate Burger line.

Along the same lines, Rutter's has given its customers a low-fat alternative to regular bacon by adding turkey bacon to the menu. Customers can add turkey bacon in every instance where bacon is an option.

"We listen to the feedback our customers give us. We brought these new items to the menu in part because they're on trend, but also because they're what our customers have asked us for," said Rutter's VP of Food Service, Jerry Weiner.

Rutter's new sampler plate allows customers to build their own dish choosing from 10 mouth-watering appetizers on Rutter's menu. Unlike similar c-store offers, Rutter's customers can choose to add a protein, boneless chicken wings, to their sampler plate. As with every order, customers can add dipping sauces to flavor each order to their exact taste.

Rutter's Farm Stores was named 2014's International Convenience Retailer of the Year by NACS and Insight Research and also took first place in 5 categories in the 2014 York Daily Record/ Sunday News' Best of York reader's poll, Best Milk, Best Coffee, Best Quick Service Breakfast, Lunch and Dinner.

Photos attached.

