

NEWS RELEASE

Important News From: Weber, Inc
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U.S.A.

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FOR IMMEDIATE RELEASE

Weber unveils new international Modern Deli magazine and InDepth web site at Process Expo in Chicago.

To better serve the in-depth information needs of processors, retailers and food-service operators within the deli industry, Weber North America and its parent company, Weber Maschinenbau GmbH & Co. of Bridenbach, Germany have teamed with Stagnito Communications to create a new, international publication with targeted, worldwide distribution in both English and German languages.

According to Scott Scriven, President and CEO of Weber North America, "Our new publication and its companion web site, Modern Deli InDepth, will provide carefully researched insights, advice and analysis revealing the perceptions of leading suppliers, retailers and foodservice operators participating in the fast-growing sliced deli meat and cheese markets."

The inaugural issue of Modern Deli magazine will be distributed to attendees at the Process Expo at McCormick Place in Chicago, IL and will also be mailed to processors with their next monthly issue of National Provisioner magazine.

"Utilizing sources in the United States and overseas, Modern Deli will present a global perspective covering such important issues as new concepts in food hygiene; packaging and product innovations and the latest slicing and derinding technology," says Scriven. "Today it's more important than ever to take a world view."

Scriven says that Weber will use the companion web site, Modern Deli InDepth (www.moderndeli.com) to, "explore technical issues and 'how-to' solutions related to one or more stories we think will have particular interest to processors. Electronic versions of each magazine article will also be available for readers to download or e-mail to business associates, says Scriven.

To supplement the first issue of Modern Deli magazine, the initial, in-depth web site content is focused on the technical side of Weber's successful effort to help one European processor of three-cheese variety packs to meet specific, consumer-friendly price points.

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NEWS RELEASE (continued)

“Using streaming video, animation and text, the Modern Deli bonus content now on line illustrates how Weber’s innovative engineering team integrated three high-speed Weber 904 slicers and a uniquely designed buffering system to feed output to one efficient packaging machine,” Scriven reports. “And the solution would work just as well for a deli meat processor,” he says.

Additional content within the first issue of Modern Deli details the growing sophistication of the Subway supply chain; the trend to drive slicing operations upstream, as evidenced by recent successes at Sam’s Clubs; and Wendy’s winning formula for capitalizing on the growing consumer preferences for healthy eating. All stories are accessible at www.moderndeli.com

“We hope our readers and customers will come to value the convenient print and web access we are able to provide to thought-provoking information and the solutions being utilized by processors, deli retailers and foodservice operators throughout North America, Europe and beyond.” Scriven says.

Weber manufactures a complete line of high-tech slicing machinery, as well as a wide variety of skinners, derinders and ice machines. Founded in 1981, Weber is celebrating its 25th year in business and 10th year of presence in North America. The company operates three manufacturing facilities in Germany, including one at its Breidenbach headquarters.

Weber’s new North American Technology Center, opened this summer, is located at 10701 N. Ambassador Drive, Kansas City, MO. Inquiries can be directed to Weber at **1-800-505-9591** or usasales@weberslicer.com.

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