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## Schmacon announces launch at Fresh Thyme Farmer's Market locations



# News Briefs

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Schmacon, "[Beef's Answer to Bacon](#)," announces its retail launch in [Fresh ThymeFarmer's Market's 28 Midwest locations](#). Fresh Thyme is one of the country's first retailers to carry the new all-beef alternative to regular pork bacon. The smoked and uncured glazed beef slices are available at the full service butcher counter of all Fresh Thyme stores. A full list of locations can be found here: <http://freshthyme.com/our-stores>.

Schmacon is whole muscle beef slices seasoned with a proprietary spice blend. It is all natural and nitrate free. A patent-pending process gives Schmacon the crispy finish that rivals that of traditional pork bacon. The result is an easy to prepare, delicious take on a food favorite that provides an appealing option for those who do not eat pork products, those who simply love beef, or adventurous eaters and creative cooks ready to try something new. With less calories, fat and sodium and more protein than most pork bacons, Schmacon is primed to become a not-so-guilty pleasure.

“Schmacon is delicious and different than anything else on the market,” says Howard Bender, inventor of Schmacon and CEO of Schmaltz Products. “We are excited to be available in all Fresh Thyme locations so their customers can now enjoy Schmacon.”

Fresh Thyme Farmers Market is a full-service specialty retailer focusing on value-priced fresh, healthy, natural and organic offerings. Fresh Thyme is committed to partnering with local communities to build a happier, healthier way of grocery shopping throughout the Midwest.

With more than 24,000 fans on its [Facebook page](#) and numerous [press mentions](#) over the past three years, consumer requests for Schmacon to be sold in grocery stores has been on the rise.

*Source: Schmacon/Schmaltz Products*

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