



## **SCHMACON ANNOUNCES LAUNCH AT FRESH THYME FARMER'S MARKET LOCATIONS**

*All-Natural, All-Beef Schmacon™ Offers a Healthy Alternative to Pork Bacon*

(CHICAGO) – [Schmacon](#), “Beef’s Answer to Bacon,” announces its retail launch in [Fresh Thyme Farmer’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 in the bacon section 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’s mission is to provide communities with fresh, healthy options for a great price. Offering natural and fresh products, Fresh Thyme works with local communities to provide customers with the best products.

With more than 23,000 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.

### **ABOUT SCHMACON**

Schmacon™ is an all-natural, smoked, uniquely seasoned, crispy whole muscle beef product. It is easy to prepare, cooks in half the time of raw pork bacon and has less calories, fat and sodium than pork bacon. Schmacon can be used anywhere traditional bacon can be used – as a breakfast protein, in side dishes and sandwiches, or as a topping. For more information, please visit [schmacon.com](http://schmacon.com).

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