

### **About Emu Meat:**

Emu meat is an excellent alternative for health-conscious consumers who love the taste of meat. The emu meat is similar in taste and texture to lean meat, but amazingly lower in cholesterol, fat and calories. The tenderness and texture of emu meat enables it to be prepared in a variety of ways. It is best prepared as lightly grilled or pan fried. The American Heart Association (AHA) has recognized emu meat as a healthy alternative to other red meat. Emu meat is higher in iron, protein and Vitamin C than red meat. Emu meat has extremely low fat, containing only 3 g per 100 g serving. The fat is 43% monounsaturated, which lowers the “bad” LDL cholesterol.

**USP** of the meat; its nutritional value, price range, any other facet that makes it different/unique from others:

EMU Meat is 98% fat free and is rich in protein and iron, yet low in cholesterol. The fat is 43% monounsaturated, which helps in lowering the 'bad' LDL cholesterol in the human body. Tender, juicy and delicious, it is ideally suited to a wide variety of cooking styles and is a good source that offers the fewest calories. In fact, EMU Meat is recommended by the American Heart Association as a heart healthy alternative meat.

### **About Tallbird EMU Farms:**

TallBird EMU Farms is a privately held company; promoted by the founder of EW Group of Companies USA and India. TallBird EMU Farms is specializing in rearing and producing the healthy and advance EMU breeds in Gujarat, India. Due to growing awareness of eating healthy, EMU meat is started getting in demand in India. With the increasing demand of alternate medicine, EMU oil which is removed from the fat deposited below the surface of the EMU skin contains the pain-relieving oleic acid, and is beneficial for arthritis and comforts stiff muscles and joints. Leather products from EMU skin, made on a pilot basis by the Central Leather Research Institute, were showcased at Delhi's Pragati Maidan some years ago to great acclaim.

### **MEDIA RSVP:**

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