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DELI-ARTS TAPS JOHN O'BRIEN AS VP OF PRODUCT DEVELOPMENT, SOURCING AND OPERATIONS

New Veep Brings World-Class Experience in Premium-Branded Product and Market Development

[June 10, 2009, BOSTON, MA] – DELI-ARTS of Westford, MA, manufacturers of artisan deli products, announced today that they have hired former Boar's Head executive **John O'Brien** as the Vice President of Product Development, Sourcing and Operations.

As the former Director of the Family Foods Division at Boar's Head, O'Brien presided over a portfolio of more than 300 products and led the growth of the sourced-products operation to represent more than 30% of Boar's Head business over the course of 12-years. In addition to his time at Boar's Head, O'Brien held senior positions at Smithfield, Applegate Farms, and Anco Fine Cheese, which allowed him to develop an extraordinary wealth of experience and expertise in the development, production, and distribution of premium deli products.

"When I tasted Deli-Arts pastrami and corned beef, I knew I had found the opportunity – and challenge - of a lifetime," said O'Brien. "The challenge is growing an operation like this without sacrificing the quality that makes it special. Hard work – but what choice did I have? It's truly Artisan Deli - a whole new category."

O'Brien's top priority is building the manufacturing capacity, distribution and service systems to support Deli-Arts' new branding initiative which will be announced in coming weeks. *"John has always been professionally associated with top-quality brands,"* said Deli-Arts Founder and Curator **Dan Estridge**. *"His track record speaks for itself. Now, we're thrilled he's come aboard to help us take Artisan Deli to finer supermarkets. It's one thing making a great turkey, roast beef or pastrami a few at a time – but to deliver it day in and day out as a ready-to-eat retail product... Our early results working together show us we made the right choice. His experience in all phases of the business and his passion for our quality makes him the ideal partner in Deli-Arts mission."*

Deli-Arts was launched in late 2007 by Estridge, a native New Yorker living in Massachusetts, who had become acutely nostalgic for the tastes and flavors of his youth. His understanding that real New York deli specialties are virtually unobtainable outside New York – and increasingly, even in the Empire State – led to his passion to bring those

legendary flavors back. The Deli-Arts product line currently includes the essential New York deli classics pastrami, and corned beef. At launch, the new brand will offer 8 varieties – 6 of which are new products currently in manufacturing trials – and a widely expanded distribution model for the entire brand.

For more information about Deli-Arts, John O'Brien or Dan Estridge please visit www.deli-arts.com.

For more information or to schedule an interview with John O'Brien or Dan Estridge, please contact Dalyn A. Miller, at 617-504-6869 (mobile) or via email dalyn@dalynmillerpr.com