

NEWS for Immediate Release
Franktuary
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Franktuary Brings Local, Organic, Grass-Fed Beef Downtown
Locavore frank debuts during National Hot Dog Month

Pittsburgh, PA – Franktuary, a gourmet hot dog shoppe in Pittsburgh, PA, proudly introduces its newest menu item, the Locavore, a grass-fed, nitrate-free all-beef frankfurter from Ron Gargas Organic Farm of Volant, PA. The Locavore will debut on July 1, as the kick-off to a month-long celebration of National Hot Dog Month.

This organic treat will complement the restaurant’s critically acclaimed traditional frankfurter and add to a growing list of locally made products -- soda from the Natrona Bottling Company, pretzels from the Southside Pretzel Shop, and Miller’s Mustard. Weighing in at a sizable fifth of a pound, the Locavore will cost \$4.75 but will be offered at a special July introductory price of only \$4.25.

Consuming Franktuary's Locavore has advantages beyond supporting sustainable farming practices and the regional economy: organic grass-fed beef offers a perfectly balanced ratio of Omega 3 and Omega 6 essential fatty acids, a health benefit more commonly associated with wild-caught seafood. When essential fatty acids are consumed in proper balance the human body is less likely to experience inflammatory diseases. Ron Gargas, a 30-year veteran of organic farming, has studied the Omega EFA content of his own beef in conjunction with Penn State University and knows these benefits to be the direct result of raising his cattle entirely on their natural diet of field grasses.

Organic pasture-raised beef is also free of unnecessary antibiotics, hormones, and pesticides. Franktuary owner Megan Lindsey, who enjoyed an early spring visit to the farm, was full of praise for the natural state of the barns and fields, and the generous nature of Gargas himself. Lindsey remarks, “Ron is a wonderful person, setting an incredible example of hard work which supports the health of humans, animals, and the earth. He accomplishes all of this in a beautiful, peaceful setting, and Franktuary is proud to support his vision for farming.”

Franktuary is located at 325 Oliver Avenue, in Pittsburgh, Pennsylvania and is open Monday through Friday, 10:00 am – 3:00 pm. The establishment is a member of Pennsylvania’s Buy Fresh, Buy Local (www.buylocalpa.org). To learn more about the restaurant please visit www.franktuary.com.

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