

**FOR RELEASE**

**THE MR. FOOD BRAND LICENSING DIVISION ANNOUNCES PARTNERSHIP WITH  
JACCARD CORPORATION TO MARKET  
MR. FOOD BUTCHER'S MAGICIAN**

Fort Lauderdale, FL (April 2011) — The Mr. Food Brand licensing division has granted licensing approval of the Mr. Food Brand name and trademarks to the Jaccard Corporation, manufacturers of the Jaccard Meat Tenderizing Machine.

The licensed product will be rolled out to select retailers and available online as the Mr. Food Butcher's Magician; an inventive tool that tenderizes meat, reduces marinating time and prevents food shrinkage – all without the use of chemicals.

Howard Rosenthal, Chief Operating Officer of the Mr. Food Brand commented: "We are thrilled to collaborate and partner with the Jaccard Corporation, a like-minded organization that recognizes the value of quality and innovation just as the Mr. Food Brand has always been known for."

The multi-year agreement permits the Jaccard Corporation the right to use the Mr. Food image, the name "Mr. Food", and the registered "Ooh It's So Good!!" trademark in conjunction with marketing material including but not limited to: Packaging, Advertising, Website, Press Releases and Point of Purchase.

"With consumers turning their food and dining dollars toward home meal preparation, the ability to transform everyday budget cuts of meat into tender, juicy, high quality tasting ones; all the while saving time and money is paramount in today's economy," adds Rosenthal.

The Mr. Food Butcher's Magician is available on at select retailers and catalogs. This partnership promises to deliver loads of "OOH IT'S SO GOOD!!"®

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**About The Mr. Food Brands**

**The Mr. Food Brands are based on the philosophy and personality of founder, Art Ginsburg. It is comprised of its highly regarded Test Kitchen, production facility and editorial/marketing team making it one of the nations leading providers of quick and easy recipes and engaging multi-media content. For over 30 years it has stood the test of time earning the trust of America by consistently delivering tasty solutions to everyday kitchen-related problems.**