



Contact: Jessica Rosen  
RF | Binder (on behalf of Kayem)  
(212) 994-7522  
[Jessica.Rosen@rfbinder.com](mailto:Jessica.Rosen@rfbinder.com)

**KAYEM FRANKS HELP KICK OFF NEW SCHOOL SEASON AT FLORIDA STATE UNIVERSITY®  
AS NEW OFFICIAL HOT DOG AND SAUSAGE OF THE FLORIDA STATE® SEMINOLES®**

***Kayem Will Debut Hot Dogs and Sausage at First Home Football Game, September 4***

**CHELSEA, MA (September 1, 2010)** - Florida State University students, faculty and fans will soon taste a change in the hot dogs and sausages available to them at Doak Campbell Stadium, Dick Howser Stadium and the Seminole Soccer Complex. Just in time for football season and the 2010-2011 school year, Florida State University (<http://www.fsu.edu/>) and Kayem Foods, Inc. (<http://www.kayem.com>) announced today a new multi-year sponsorship and licensing agreement to manufacture and distribute Kayem Beef Hot Dogs and Sausage at all sporting and school events held at the three stadiums, making Kayem Franks the official hot dog and sausage of the Florida State® Seminoles®.

As part of the agreement, visitors can enjoy Kayem Beef Franks and Kayem Italian Sausage, beginning with the first home football game at Doak Campbell Stadium on September 4th. These new franks are comprised of a special all-beef recipe, offering a unique blend of spices for a distinct bolder flavor. The plump and juicy skinless hot dogs have no fillers and are MSG and gluten free.

“Florida State University is thrilled to introduce our faculty, students and fans to the Kayem brand this season,” said Paul Phipps, Vice President and General Manager, ISP Sports for Florida State University. “We are devoted to providing Seminole fans with the ‘best of the best’ during their time at FSU®, which is why we have decided to partner with Kayem.”

“Similar to Kayem, Florida State University is a school rich in tradition and we are proud that they have chosen to partner with our brand,” said Bob Kufferman, Kayem Senior Brand Manager. “Earlier this year, we became the official hot dog and sausage of the Tampa Bay Rays’ Tropicana Field and also offer

Kayem Franks at select retail and restaurant locations throughout Florida. As we look ahead, we are committed to expanding the distribution of Kayem products in both the Tallahassee and Tampa area.”

Kayem Foods, founded in 1909, is the largest meat processor in New England. Owned and operated by the same family for more than 100 years, the company manufactures Kayem Franks, the #1 brand of franks sold in New England. Best known for its Old Tyme Natural Casing franks, Kayem produces over 120 varieties of hot dogs and 320 varieties of deli meats, sausage and dinner hams under the Kayem, *al fresco*, Schonland’s, McKenzie, Triple M, Genoa, Jordan’s, Deutschmacher, Kirschner, and Essem brands. In 2009, Kayem Foods began manufacturing and distributing the iconic Fenway Franks line of hot dogs, the Official Hot Dog of the Boston Red Sox and Fenway Park. In 2010, Kayem also became the official Hot Dog and Sausage of the Tampa Bay Rays baseball team.

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