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## KAYEM NAMED THE OFFICIAL SAUSAGE OF THE BOSTON RED SOX AND FENWAY PARK

*Kayem Natural Casing Italian Sausage to be served at Red Sox games;  
Kayem extends partnership with team to continue making Fenway Franks*

CHELSEA, MA (MAY 19, 2011) – Red Sox fans have a new reason to be hungry for home games. Kayem Foods, maker of the famous Fenway Franks, today announced it will also provide the sausage at Fenway Park. The [Boston Red Sox](http://www.redsox.com) ([www.redsox.com](http://www.redsox.com)) and [Kayem Foods, Inc.](http://www.kayem.com) ([www.kayem.com](http://www.kayem.com)) today announced a new multi-year sponsorship and licensing agreement to manufacture and distribute Kayem Sausage at Red Sox games and make Kayem the Official Brand of both Franks and Sausage of the Boston Red Sox and Fenway Park.

As part of the new agreement, fans at Fenway can now enjoy deliciously-seasoned Kayem Natural Casing Italian Sausage at Fenway Park for all future Red Sox games. Kayem Natural Casing Italian Sausage feature Kayem’s proprietary pork recipe with a unique blend of spices for a distinct hearty flavor. The plump and juicy sausages have no fillers and are MSG and gluten free.

Kayem also announced today an extension of its partnership with the team to manufacture and distribute Fenway Franks, and to remain the “Official Hot Dog of the Boston Red Sox.” As a result, fans at Fenway Park will be able to enjoy Kayem’s fresh and delicious all-beef franks at Red Sox games for years to come.

“The Red Sox are thrilled to expand their partnership with Kayem, one of the country’s most successful hot dog and sausage manufacturers, to offer both Natural Casing Italian Sausage and Kayem Beef Franks to fans at Boston Red Sox games and Fenway Park,” said Sam Kennedy, Red Sox Executive Vice President/COO. “We are committed to providing fans at Fenway the best of the best, and Kayem’s quality products are an added bonus to ensure that fans receive the ultimate Fenway experience, game after game.”

“For 102 years, New Englanders have consistently relied on Kayem to deliver the best-tasting franks and fresh sausage for their family and friends,” said Matt Monkiewicz, Kayem VP Marketing. “We are thrilled

to expand our partnership with the Boston Red Sox for the privilege of delivering top-quality, delicious sausage to enhance the game experience for millions of sports fans at Fenway Park.”

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, in addition to being one of the top makers of sausage. Best known for its Old Tyme Natural Casing franks, Kayem produces over 100 varieties of hot dogs and 300 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.

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