

P R E S S R E L E A S E

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Tofurky Deli Slices Officially a “Modern Marvel”

Hood River, OR -- It's not often that Tofurky would get mentioned in the same sentence as blood sausage but the documentary television series Modern Marvels will showcase these two diverse foods as well as other deli favorites in their show focusing on cold cuts which airs on Monday, December 17th at 8 PM eastern/pacific, 7 PM central on The History Channel.

Tofurky, the fastest growing brand of meat alternatives in the USA natural foods market, will have their deli slices featured on the show beside such cold cut main stays as salami, head cheese and bologna.

Tofurky Hickory Smoked deli slices are the #1 selling item in the Refrigerated Meatless Deli Slice subcategory according to industry sales data.

A crew from Modern Marvels visited Turtle Island Foods, manufacturers of the famous Tofurky, in October to record the segment. The show will walk viewers through the production of the faux meat deli slices.

In addition to the Oven Roasted, Hickory, Peppered, Italian, CranStuffing and Philly Steak deli slices Tofurky also produces Italian Sausages, Kielbasa and Beer Brats, Tofurky Peppered and Original Jurky, Tofurky Roasts and Tofurky Franks, Chipotle Franks and Breakfast Links. Tofurky products can be found at such stores as Whole Foods, Trader Joes, Wild Oats, Safeway, Loblaws, Publix, Fred Meyers and soon in several Costco warehouses on the west coast.

Modern Marvels has aired over 450 episodes on The History Channel and is known for its in-depth look into science, technological and mechanical topics. It is the longest running show on the History Channel.

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