

# Introducing the new **TURKEY** **deli meats**

**DELI-DELICIOUS VARIETIES at ECONOMICAL PRICES.**

**New! Tasty! Different! Delicious! Economical!**  
Yes, the new turkey deli meats are all of these and more.

Turkey deli meats make good nutritional meals for you and your family.

**1** **What are Turkey Deli Meats?**  
*100% natural turkey meat and spices processed to taste just like the regular deli meats that you've been buying for your family all along.*

**2** **But why make Deli Meats out of Turkey?**  
*Government of Canada studies show that turkey is higher in protein than any other cooked meat. Turkey also contains 1-1/2 to 3 times as much riboflavin and niacin as most other cooked meats. Turkey is a good source of phosphorous and iron and is one of the very lowest in calories of all meats. Turkey meat is lowest in cholesterol of all popular meats. Its fat content is of the soft type—unsaturated—the kind that reportedly does not increase blood cholesterol levels. And turkey deli meats do not contain sodium nitrate.*

**3** **Who should eat Turkey Deli Meats?**  
*Everybody! And because of its high protein, low fat, and low cholesterol content turkey is extremely valuable for diabetics, heart patients, overweight persons and those on high protein diets. They're also valuable to anyone maintaining a balanced healthful diet in the course of everyday life.*

**4** **How many varieties of Turkey Deli Meats are there?**  
*There are many tasty, delicious varieties of turkey deli meats on the market.*

*You can buy: turkey salami • turkey kielbassa • turkey ham • turkey steakettes • turkey burgers • turkey pepperettes • turkey wieners • turkey polish sausage • smoke turkey sausages • white smoked turkey roll • white turkey roll • white and dark turkey roll • breast of turkey roast.*

**5** **What do Turkey Deli Meats taste like?**  
*Just like regular kielbassa, salami, ham. Only turkey products are better for you.*

**6** **When do I serve them?**  
*Anytime you would serve other meats. Turkey burgers, steakettes, and wieners are ideal for barbecuing. Tasty, delicious sandwiches can be made with turkey salami, kielbassa, ham, white, and white and dark turkey roll. Turkey dinner style ham and turkey breast meat are perfect suppers for your family and guests. Start the day off right with turkey ham or turkey sausages for breakfast. They go great with eggs or in an omelette. Turkey deli meats are also being served in buffets and as hors d'oeuvres.*

**7** **What do they cost?**  
*In most cases, they cost less than the regular deli meats you've been buying.*

**8** **Where can I buy them?**  
*Turkey deli meats are available in selected Loblaw Stores in your neighbourhood. Soon you'll be able to buy them at all food stores.*

**DELI-DELICIOUS  
TURKEY MEATS**

**... nutritious food at  
reasonable prices.**



for more information contact: **THE ONTARIO TURKEY PRODUCERS' MARKETING BOARD**  
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**Good things grow in Ontario**