



Contact: Jonathan Moss  
712-707-8800  
[jmoss@pizzaranch.com](mailto:jmoss@pizzaranch.com)

Susie Zimmerman  
301-229-0688  
[Susie@asoyia.com](mailto:Susie@asoyia.com)

FOR IMMEDIATE RELEASE

**Pizza Ranch Crispy Ranch Chicken® Goes Trans Fat Free**  
***Switch to Asoyia Ultra Low Lin Soybean Oil Makes It Healthier***

(September 19, 2006) – Pizza Ranch, the Midwestern-based restaurant chain announced today that it is eliminating hydrogenated oils in its popular Crispy Ranch Chicken® by switching to a trans fat free soybean alternative, Asoyia Ultra Low Lin Soybean Oil.

“We are seeking to provide our customers with healthy eating options that taste great,” said Jonathan Moss, brand director for Pizza Ranch. “Our customers are becoming more health conscious, but overall taste is still the number one priority for the restaurant and our customers.”

Pizza Ranch tested the Asoyia oil in a dozen stores before making the decision to switch from the partially hydrogenated soybean oil that had been used previously. “With Asoyia, our customers tasted no change,” reported Moss. “In fact, in many cases they thought our products cooked in Asoyia tasted even better because they were crispier.” In addition to the Crispy Ranch Chicken®, Pizza Ranch will also cook most of its side dishes in the new healthier oil.

The U.S. Food & Drug Administration and many industry and consumer groups have called for the identification, reduction and elimination of trans fats in prepared food because they have been linked with increases in ‘bad’ cholesterol.

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Asoyia's Ultra Low Linolenic Soybean Oil is made from soybeans with only 1% of linolenic acid. The low level of linolenic acid stabilizes the oil and eliminates the need for hydrogenation – and therefore eliminates the trans fats that are created when oil is hydrogenated.

Pizza Ranch has 134 franchises in Iowa, Minnesota, South Dakota, North Dakota, Wisconsin, Nebraska, Michigan, and Illinois. Pizza Ranch will phase in the new oil in all of their locations as existing supplies are used up. The unhydrogenated oil will be in use in all restaurants by the end of October.

Pizza Ranch was founded in 1981 in Hull, Iowa and since has grown to its current size while still focusing its brand around “providing the Midwest with good food and tremendous opportunity.” More information about Pizza Ranch can be found at [www.pizzaranch.com](http://www.pizzaranch.com).

More information about Asoyia Ultra Low Lin Soybean Oil can be found at [www.asoyia.com](http://www.asoyia.com).