



# HIGHER VALUE PRODUCTS FOR HIGHER PROFIT POTENTIAL



*Foodservice*

Serve Up the Great Taste and Grab & Go Convenience Consumers Seek

# PROFIT WITH THE POWER OF A FAMILY OF TRUSTED BRANDS

Transparency<sup>1</sup> and healthful eating on-the-go are growing concerns for today's consumers.<sup>2</sup> Serving high-quality products can help you attract the over one-third of consumers who say they'd eat at convenience stores more often if they had more healthful options to choose from.<sup>3</sup>

Created with your customer in mind, Perdue Foodservice makes it easy for you to menu the powerful, high-value attributes consumers seek<sup>4</sup>—such as Organic, NO ANTIBIOTICS EVER, 100% vegetarian fed, recognizable brand packaging and more.



- ✓ NO ANTIBIOTICS EVER
- ✓ USDA certified organic
- ✓ Fed a 100% vegetarian diet with no animal by-products
- ✓ Non-GMO
- ✓ Free range



- ✓ NO ANTIBIOTICS EVER
- ✓ Fed a 100% vegetarian diet with no animal by-products



- ✓ NO ANTIBIOTICS EVER
- ✓ Fed a 100% vegetarian diet with no animal by-products
- ✓ Fully cooked
- ✓ Ready to cook
- ✓ Pre-sliced



63% of operators say branded items help their foodservice operation.<sup>5</sup>

- ✓ Recognizable branding
- ✓ Prepackaged for grab-and-go
- ✓ Fully cooked
- ✓ Whole muscle

- ✓ Fully cooked
- ✓ Ready to cook
- ✓ Presliced
- ✓ Breaded and non-breaded

1. Technomic, Consumer Food Trends™ Social Responsibility Demands, 2017  
 2. Mintel, 2016  
 3. Cleveland Research, Foodservice in Convenience Stores, March 2017  
 4. Datassential, The New Healthy Keynote Report, April 2016  
 5. Datassential, Keynote C-Store, June 2016

# BUILD TRUST WITH ANIMAL CARE YOUR CUSTOMERS CAN FEEL GOOD ABOUT



Animal treatment is as important to us as it is to your customers<sup>3</sup>. We are dedicated to the welfare of our birds above all else—setting standards for the rest of the industry. That means **high-quality feed, clean water, fresh air, natural sunlight, better bedding and the room to grow** as nature intended. The results: an ingredient story **consumers are willing to pay more for<sup>6</sup>**, and food with a story you'll feel good sharing.

## PERDUE'S 4-PART PLAN TO EXCEPTIONAL ANIMAL CARE

### CHICKENS



Based on the "Five Freedoms," Perdue will go beyond just the "needs" of our chickens to also include what our chickens "want."

### FARMS



Perdue will re-commit to our relationship with the farmers who raise our animals.

### TRUST



In order to build trust, we will be transparent in our programs, goals and progress.

### CONTINUOUS IMPROVEMENT



We will continue to build an Animal Care Culture within Perdue through continuous improvement.

## WE BELIEVE IN THE RIGHTS OF EVERY ANIMAL

- 1 **Freedom from Hunger and Thirst**
- 2 **Freedom from Discomfort**
- 3 **Freedom from Pain, Injury and Disease**
- 4 **Freedom to Express Normal Behavior Patterns**
- 5 **Freedom from Fear and Distress**

# CONVENIENCE STORE OFFERINGS

CATEGORY	PRODUCT CODE	COOK LEVEL	PRODUCT DESCRIPTION	PROTEIN	PACK	AVG SIZE	AVG CASE COUNT	
<b>PERDUE® HARVESTLAND® Organic</b>								
Rotisserie	54107	RTC	ORGANIC WHOLE CHICKEN WITHOUT GIBLETS	Chicken	6 pcs	4.25-5.25 lbs	6	
<b>PERDUE® HARVESTLAND®</b>								
Deli Sandwiches, Subs & Wraps, Salads	51270	FC	NAE TENDERREADY® SOUS-VIDE STYLE B/S CHICKEN BREAST	Chicken	12 pkgs	4.0 oz	48	
	54250	FC	NAE DICED CHICKEN BREAST	Chicken	1/10 lb	Varies	Varies	
	54601	FC	NAE OVEN ROASTED SLICED CHICKEN BREAST	Chicken	6/2 lb	0.67 oz	286	
	56451	FC	NAE CHARGRILLED CHICKEN BREAST FILET	Chicken	2/5 lb	4.0 oz	40	
	57167	FC	NAE BREADED CHICKEN BREAST FILET WITH RIB MEAT	Chicken	2/5 lb	4.0 oz	40	
	54243	FC	NAE OVEN ROASTED ARTISAN SCORED TURKEY BREAST	Turkey	2/6 lb	6.0 lbs	2	
	56255	FC	NAE SMOKED SLICED TURKEY BREAST	Turkey	6/2 lb	0.67 oz	286	
Grab n' Go & Snacks	56250	FC	NAE ROASTED TURKEY BREAST	Turkey	2/6 lb	6.0 lbs	2	
	51271	FC	NAE TENDERREADY® SOUS-VIDE STYLE CHICKEN HALVES	Chicken	8 pkgs	22.0 oz	16	
	51272	FC	NAE TENDERREADY® SOUS-VIDE STYLE CHICKEN QUARTERS	Chicken	8 pkgs	10.0 oz	32	
	51273	FC	NAE TENDERREADY® SOUS-VIDE STYLE CHICKEN DRUMSTICKS	Chicken	8 pkgs	5.3 oz	96	
	56032	FC	NAE CHARGRILLED CHICKEN BREAST FILET STRIPS	Chicken	2/5 lb	Varies	Varies	
	56203	FC	NAE BREADED CHICKEN BREAST TENDERLOINS, GLUTEN FREE	Chicken	2/5 lb	1.50 oz	105	
	56803	FC	NAE CHICKEN BREAST CHUNKS, GLUTEN FREE	Chicken	2/5 lb	Varies	160	
PERDUE®	66202	FC	NAE UNCURED CHICKEN HOT DOG 8/1	Chicken	8/1 lb	2.0 oz	80	
	56655	FC	NAE UNCURED BEEF HOT DOG 8/1	Beef	8/1 lb	2.0 oz	80	
	Breakfast	50182	FC	TURKEY SAUSAGE PATTIES (MILD)	Turkey	2/5 lb	1.20 oz	133
		51101	RTC	TURKEY BACON	Turkey	2/6 lb	32-36 pc/lb	408
	Deli Sandwiches, Subs & Wraps, Salads	80291	FC	CHICKEN BREAST W/GRILL MARKS	Chicken	2/5 lb	4.0 oz	40
		80918	FC	DICED CHICKEN BREAST MEAT	Chicken	2/5 lb	1/2 inch	Varies
		80921	FC	DICED W/D CHICKEN NAT PROP 1/2"	Chicken	2/5 lb	1/2 inch	Varies
65025		FC	JULIENNED NAE WHITE TURKEY	Turkey	2/5 lb	1/4 x 2.5 inch	Varies	
65027		FC	JULIENNED NAE WHITE TURKEY	Turkey	4/5 lb	3/8 inch	Varies	
65180		FC	OVEN ROASTED TURKEY BREAST LOG FOR SLICING	Turkey	Bulk Bin	4" x 40"	64	
65192		FC	OVEN ROASTED BROWNEED TURKEY BREAST FOR SLICING	Turkey	Bulk Bin	4" x 40"	49	
75121		FC	OVEN ROASTED SLICED TURKEY BREAST	Turkey	6/2 lb	0.67 oz	286	
75128		FC	SMOKED SLICED TURKEY BREAST	Turkey	6/2 lb	0.67 oz	286	
75140		FC	OVEN ROASTED SLICED TURKEY BREAST	Turkey	6/2 lb	0.50 oz	384	
Grab n' Go & Snacks	75142	FC	SLICED HAM	Pork	6/2 lb	0.67 oz	286	
	7325	FC	CHICKEN BREAST STRIPS W/GRILL MARKS	Chicken	2/5 lb	3/8 inch	Varies	
	9712	RTC	CHEF REDI® CHICKEN TENDERLOIN FRITTERS	Chicken	2/5 lb	1.8 oz	84-94	
	80124	FC	BREADED CHICKEN BREAST NUGGETS	Chicken	2/5 lb	0.63 oz	220	
	80125	FC	BREADED CHICKEN BREAST PATTIES	Chicken	2/5 lb	3.00 oz	52	
	80242	FC	BREADED CHICKEN BREAST TENDERLOINS	Chicken	2/5 lb	Varies	65-105	
	80351	FC	BONELESS WING CHICKEN BREAST FRITTER CHUNK	Chicken	2/5 lb	Varies	152	
	80946	FC	8 PC BREADED BONE IN CHICKEN	Chicken	15 lbs bulk packed	NA	NA	
	89541	FC	SNACK-ATIZERS® BREADED CHICKEN BREAST FORMED CHUNK, WHOLE GRAIN	Chicken	4/5 lb	0.29 oz	941	
	50140	FC	TURKEY MEATBALLS	Turkey	2/5 lb	0.50 oz	320	
<b>CLUX DELUX®</b>								
Deli Sandwiches, Subs & Wraps, Salads	14110	FC	SPICY BREADED CHICKEN BREAST FILET, W/BAGS	Chicken	2/5 lb	4.0 oz	43	
	66123	FC	BREADED CHICKEN BREAST FILET W/BAGS	Chicken	2/5 lb	4.0 oz	37-44	
	66194	FC	GRILLED CHICKEN BREAST FILET W/BAGS	Chicken	4/5 lb	3.0 oz	105	
Grab n' Go & Snacks	58003	FC	BREADED CHICKEN BREAST CHUNKS W/BOXES	Chicken	2/5 lb	Varies	125-175	
	66073	FC	BREADED HOT N SPICY CHICKEN BREAST CHUNK FRITTERS, W/BOXES	Chicken	2/5 lb	Varies	104-190	
	66210	FC	CHICKEN BREAST TENDERLOIN FRITTER, WHOLE GRAIN	Chicken	4/5 lb	1.75 oz	180	
	66219	FC	CHICKEN BREAST BREAKFAST FILET, WHOLE GRAIN	Chicken	4/5 lb	2.12 oz	150	

**WE BELIEVE IN RESPONSIBLE FOOD AND AGRICULTURE®**  
 To learn more visit: [www.PerdueFarms.com/Corporate\\_Responsibility](http://www.PerdueFarms.com/Corporate_Responsibility)

[PerdueFoodservice@Perdue.com](mailto:PerdueFoodservice@Perdue.com)  
 888-PERDUE-2 (888-737-3832)  
[www.PerdueFoodservice.com](http://www.PerdueFoodservice.com)