



Taylor Farms Launches Chopped Salad Kits with Premium Grilled Chicken

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Three delicious salads packed with bold flavor and protein

SALINAS, Calif.- (October 2, 2018) – Taylor Farms, North America's leading producer of ready-to-eat healthy fresh foods, developed a line of chopped salad kits meeting consumer demand for protein within salad kits. With salad kit sales growing double digits¹, combining delicious crisp veggies with premium grilled chicken was the perfect evolution to address the needs of consumers seeking better-for-you meal solutions.



Taylor Farms Grilled Chicken Chopped Kits come in three classic recipes: Caesar, Cheddar Ranch and Club. This platform is geared at bringing in new consumers to the produce aisle who would otherwise be seeking complete and quick meals at quick service restaurants (QSRs). These are complete meal kit solutions for busy, on-the-go consumers, offering pre-portioned ready-to-eat quality protein, healthy vegetables and toppings.

The new chopped kits also deliver on Americans' love for Caesar, Blue Cheese and Ranch, which together account for 55% of sales in the refrigerated salad dressing category alone². per the latest 52 weeks IRI data.

Grilled Chicken Chopped Salad Kits – 3 Classic Recipes:



Caesar Chopped Kit with Grilled Chicken

Crisp Romaine Lettuce, Shredded Parmesan Cheese with Garlic & Cheese Crouton Crumbles, Caesar Dressing and Premium Antibiotic-Free Diced Grilled Chicken.

Club Chopped Kit with Grilled Chicken

Crisp Romaine Lettuce, Green and Red Cabbage, Kale, Carrots, Green Onions, Nitrate-free Smoky Bacon, Creamy Blue Cheese Dressing and Premium Antibiotic-Free Diced Grilled Chicken.

Cheddar Ranch Chopped Kit with Grilled Chicken

Crisp Romaine Lettuce, Green and Red Cabbage, Kale, Carrots, Green Onions, Nitrate-free Smoky Bacon, Cheddar Cheese, Creamy Ranch Dressing and Premium Antibiotic-Free Diced Grilled Chicken.

"Taylor Farms first created demand and excitement for chopped salad kits and now, at the overwhelming requests of our retail customers and salad-loving consumers, we are adding recipes that feature premium grilled chicken," said Bryan Jaynes, Vice President Product Management and Marketing at Taylor Farms. "Consumers are increasingly trying to replicate the restaurant experience at a value-price point within their own homes and our salad kits with premium grilled chicken protein offer just that—convenience, great-tasting recipes and ready-to-eat high quality protein. We are thrilled to be the first to bring to market this line of delicious, high quality protein-packed salads."

The pre-portioned, ready-to-eat grilled chicken is raised without antibiotics and the complete kit contains ingredients free from artificial colors, flavors and preservatives.

"Our go-to-market strategy is about knowing our consumers—conducting research to determine which dressings and ingredients they love—and pairing them with the perfect blend of crisp fresh vegetables and added benefit of premium antibiotic-free grilled chicken that delivers 30 grams of protein per kit," added Charis Neves, New Product Innovation for Salad Kits at Taylor Farms. "We are committed to bringing the freshest and most flavorful products to market and this platform continues our innovative salad kit line of crowd-pleasing favorites coming off the recent success of our Buffalo Ranch, Avocado Ranch and Maple Bourbon Chopped Salad Kits launched last Spring."

These kits are produced out of the Taylor Farms' Gonzales, CA facility. This facility has been recognized for its renewable and alternative energy efforts, recently achieving the TRUE Platinum certification, the highest level of recognition awarded by the TRUE (Total Resource Use and Efficiency) Zero Waste program.

Taylor Farms Grilled Chicken Chopped Salad Kits are available regionally at HEB, Albertsons, Safeway, Vons and Ralphs, with a national rollout slated for early 2019.



Visit Taylor Farms and taste the new chopped kits at the PMA Fresh Summit October 19-20 in Orlando, Florida Booth #2173.

ABOUT TAYLOR FARMS

Taylor Farms is North America's favorite maker of salads and healthy fresh foods. Taylor Farms is grounded in a commitment to quality with products harvested, packaged and shipped at the peak of freshness. Taylor Farms focuses on innovation by consistently developing new products and improving production methods. Taylor Farms is family owned and based in Salinas, California with fourteen production facilities throughout North America.

www.taylorfarms.com

1 According to Nielsen scandata

2 According to the latest 52 weeks IRI data

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