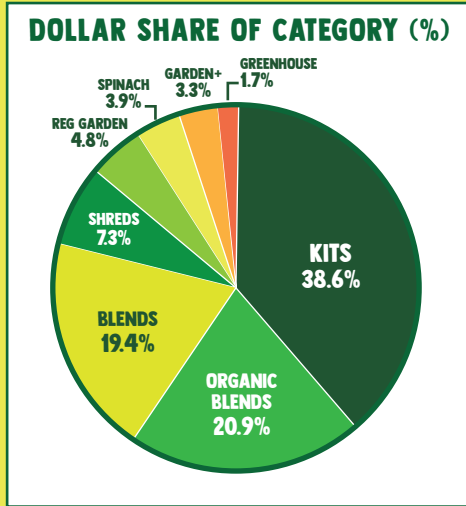


NEW!

Green Fork™

CATEGORY INSIGHTS

- Salad kits continue to be the largest and fastest growing segment of the Packaged Salads category.



Source: IRI, 52 Weeks Ending 12/26/21

CONSUMER INSIGHTS

- Salad category shoppers average 43 years of age with a Household size of 1-2 people
- **Green Fork** consumers will be:
 - Younger (25-44), new category users
 - Attracted to the light-hearted and playful personality of the package graphics
 - Chef-driven culinary flavors
 - Passionate about package safety. With Salad Kits, Tender Leaves, Salad Blends, and Packaged Veg in packages, the store self-checkout option will be much easier and quicker.

Source: "Boskovich Farms New Brands Concept + Pricing Research Report", Diagnostic Measurement, July, 2021

PRODUCT INTRODUCTION

- Introducing **Green Fork** Salad Kits, Salad Greens and Packaged Veg
 - New ingredients and flavor combinations for younger shoppers
 - New trending ingredients and flavor combinations that appeal to younger shoppers that offer bold flavors and crave-ability.
 - Attention-grabbing, witty, and playful graphics
 - Featuring the How2Recycle "Store Drop-Off" information on all bags
 - An opportunity to bring in new users into the packaged salad category with a new young brand that resonates with them



- Far from ordinary, experience toppings like Gochujang pepper, sesame, dried fruits and roasted nuts.
- Test results are encouraging with a 70%+ Top 2 Box purchase intent among consumers 25-44*

*Source: "Boskovich Farms New Brands Concept + Pricing Research Report", Diagnostic Measurement, July, 2021

LAUNCH DETAILS

- Shelf Life – P+12 Days
- Sample Availability – Immediate
- **FIRST SHIP – Q2 2022**

Sales Contact Information

Greg Welch
gwelch@boskovichfarms.com
805-890-7129

© Fresh Prep, LLC. 2022



MARVELOUS MEDITERRANEAN 9.75 OZ.



8 40106 60074 8

Consumer Unit Code

SLAMMIN' SESAME 10.6 OZ.



8 40106 60068 7

Consumer Unit Code

EVERYTHING BUT THE BURGER 9.2 OZ.



8 40106 60073 1

Consumer Unit Code

ALL HAIL LEMON KALE 12 OZ.



8 40106 60070 0

Consumer Unit Code

CILANTRO PRONTO 2 OZ.



8 40106 60083 0

Consumer Unit Code

ITALIAN-O PARSLEY 2 OZ.



8 40106 60084 7

Consumer Unit Code

CURIOSLY CURLY PARSLEY 2 OZ.



8 40106 60085 4

Consumer Unit Code

RADISH SQUAD 1 BUNCH 7 OZ.



8 40106 60095 3

Consumer Unit Code

BAE-BAE BOK CHOY 6 OZ.



8 40106 60105 9

Consumer Unit Code

Tender Leaf

Salad Blends

SWEET BABY SPINACH 5 OZ.



Consumer Unit Code

SIMPLY SPRING 5 OZ.



Consumer Unit Code

AWESOME ARUGULA 5 OZ.



Consumer Unit Code

GARDEN PARTY 12 OZ.



Consumer Unit Code

FINISHED GOOD NUMBER	EXPANDED PRODUCT DESCRIPTION	PACK SIZE (OUNCES)	CASE PACK	UPC CODE	GTIN	CASE WT (LBS.)	LxWxH	CASES/LAYER	LAYERS PER PALLET	CASES PER PALLET	TOTAL PALLET HEIGHT (INCHES)	TOTAL PALLET WEIGHT (LBS)
27546	Marvelous Mediterranean	9.75 oz.	6	8-40106-60074-8	00840106600748	3.66	13.4 x 11 x 7.6"	12	11	132	89.4"	675
27541	Slammin' Sesame	10.6 oz.	6	8-40106-60068-7	00840106600687	3.98	13.4 x 11 x 7.6"	12	11	132	89.4"	717
27542	Everything But The Burger	9.2 oz.	6	8-40106-60073-1	00840106600731	3.45	13.4 x 11 x 7.6"	12	11	132	89.4"	647
27544	All Hail Lemon Kale	12 oz.	6	8-40106-60070-0	00840106600700	4.50	13.4 x 11 x 7.6"	12	11	132	89.4"	786
27558	Cilantro Pronto	2 oz.	12	8-40106-60083-0	00840106600830	1.50	14 x 8.4 x 7.7"	14	11	154	90.1"	445
27559	Italian-O Parsley	2 oz.	12	8-40106-60084-7	00840106600847	1.50	14 x 8.4 x 7.7"	14	11	154	90.1"	445
27560	Curiously Curly Parsley	2 oz.	12	8-40106-60085-4	00840106600854	1.50	14 x 8.4 x 7.7"	14	11	154	90.1"	445
27563	Radish Squad	7 oz.	12	8-40106-60095-3	00840106600953	5.25	13.4 x 11 x 7.6"	12	11	132	89.4"	825
27566	Bae-Bae Bok Choy	6 oz.	12	8-40106-60105-9	00840106601059	4.50	13.4 x 11 x 7.6"	12	11	132	89.4"	726
27552	Sweet Baby Spinach	5 oz.	6	8-40106-60077-9	00840106600779	1.88	13.4 x 11 x 7.6"	12	11	132	89.4"	440
27553	Simply Spring	5 oz.	6	8-40106-60078-6	00840106600786	1.88	13.4 x 11 x 7.6"	12	11	132	89.4"	440
27554	Awesome Arugula	5 oz.	6	8-40106-60079-3	00840106600793	1.88	13.4 x 11 x 7.6"	12	11	132	89.4"	440
27555	Garden Party	12 oz.	6	8-40106-60080-9	00840106600809	4.50	13.4 x 11 x 7.6"	12	11	132	89.4"	786



visit us + learn more @GreenForkFresh



Green Fork™

FRESH TO YOUR FORK!™

