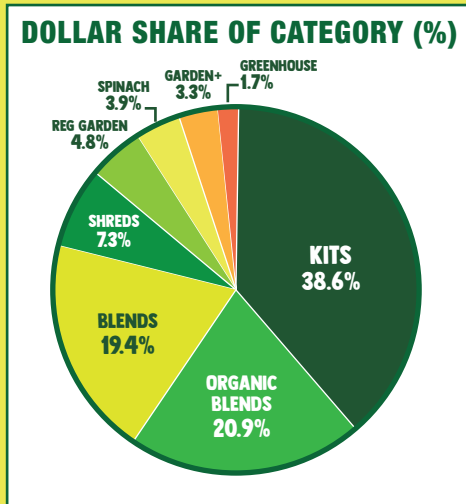


NEW!

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:
 - o Younger (25-44), new category users
 - o Attracted to the light-hearted and playful personality of the package graphics
 - o Chef-driven culinary flavors
 - o 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
 - o New ingredients and flavor combinations for younger shoppers
 - o New trending ingredients and flavor combinations that appeal to younger shoppers that offer bold flavors and crave-ability.
 - o Attention grabbing witty and playful graphics
 - o Featuring the How2Recycle "StoreDrop-Off" information on all bags
 - o 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+14 Days
- Sample Availability – Immediate
- **FIRST SHIP – Q2 2022**

Sales Contact Information

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Salad Kits

MARVELOUS MEDITERRANEAN 9.75 OZ.



8 40106 60074 8

Consumer Unit Code

SLAMMIN' SESAME 10.6 OZ.



8 40106 60068 7

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



8 40106 60095 3

Consumer Unit Code

BAE-BAE BOK CHOY 6 OZ.



8 40106 60105 9

Consumer Unit Code

SWEET BABY SPINACH 5 OZ.



8 40106 60077 9

Consumer Unit Code

SIMPLY SPRING 5 OZ.



8 40106 60078 6

Consumer Unit Code

Packaged Vegetables

Tender Leaf

AWESOME ARUGULA 5 OZ.

Tender Leaf



Consumer Unit Code

GARDEN PARTY 12 OZ.

Salad Blends



Consumer Unit Code

FINISHED GOOD NUMBER	EXPANDED PRODUCT DESCRIPTION	PACK SIZE (OUNCES)	CASE PACK	UPC CODE	GTIN	LxWxH	CASE CUBE	SHIPPING CASE WT (LBS.)	CASES/ LAYER	LAYERS PER PALLET	CASES PER PALLET
27546	Marvelous Mediterranean	9.75 oz.	6	8-40106-60074-8	00840106600748	13.375 x 11 x 7.625"	0.649206090856482	1.00	12	8	96
27541	Slammin' Sesame	10.6 oz.	6	8-40106-60068-7	00840106600687	13.375 x 11 x 7.625"	0.649206090856482	1.00	12	8	96
27558	Cilantro Pronto	2 oz.	12	8-40106-60083-0	00840106600830	14 x 8.375 x 7.688"	0.521653935185185	1.00	14	11	154
27559	Italian-o Parsley	2 oz.	12	8-40106-60084-7	00840106600847	14 x 8.375 x 7.688"	0.521653935185185	1.00	14	11	154
27560	Curiously Curly Parsley	2 oz.	12	8-40106-60085-4	00840106600854	14 x 8.375 x 7.688"	0.521653935185185	1.00	14	11	154
27563	Radish Squad	1 bunch	12	8-40106-60095-3	00840106600953	13.375 x 11 x 7.625"	0.649206090856482	1.00	12	8	96
27566	Bae-Bae Bok Choy	6 oz.	12	8-40106-60105-9	00840106601059	13.375 x 11 x 7.625"	0.649206090856482	1.00	12	8	96
27552	Sweet Baby Spinach	5 oz.	6	8-40106-60077-9	00840106600779	13.375 x 11 x 7.625"	0.649206090856482	1.00	12	8	96
27553	Simply Spring	5 oz.	6	8-40106-60078-6	00840106600786	13.375 x 11 x 7.625"	0.649206090856482	1.00	12	8	96
27554	Awesome Arugula	5 oz.	6	8-40106-60079-3	00840106600793	13.375 x 11 x 7.625"	0.649206090856482	1.00	12	8	96
27555	Garden Party	12 oz.	6	8-40106-60080-9	00840106600809	13.375 x 11 x 7.625"	0.649206090856482	1.00	12	8	96



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Green Fork

FRESH TO YOUR FORK!

