



FRESH CVP CHICKEN

Drive Profits with Bold Menu Claims



Ready to cook right out of the bag, pre-portioned Controlled Vacuum Packaged (CVP) chicken makes it easy to deliver great flavor, texture and tenderness.

Help Drive Traffic & Profits With **FRESH CHICKEN**



100% VEGETARIAN DIET WITH NO ANIMAL BY-PRODUCTS

Our superior feed features only the good stuff (like grains, corn and soybeans) to ensure a well-balanced diet and better tasting chicken.



NO ANTIBIOTICS EVER

Not in the egg, not in the hatchery, not in the feed. Our chickens **NEVER EVER** receive any form of antibiotic at any life stage.



CLEAN LABEL

All PERDUE® HARVESTLAND® products are made with clean, simple ingredients.



INDUSTRY-LEADING ANIMAL CARE

We know exceptional animal care is at the core of high-quality products.



NO HORMONES, STEROIDS OR GROWTH-PROMOTING DRUGS

We've never used them and never will.*



HATCHED, RAISED & HARVESTED IN THE USA

Our USDA Process Verified Programs certify that our chickens are raised on American farms and stay in the USA through processing.

When it comes to quality, consumers are willing to pay more for products featuring menu claims that show transparency.

84%

of consumers would return to a restaurant they avoided if premium poultry items were added to the menu.²

76%

of consumers will pay more for Clean Label poultry.²

73%

of consumers will pay more for No Antibiotics Ever poultry.²

YOU CAN CHARGE UP TO
\$1.70 MORE PER 4-OZ. PORTION!

WHEN YOU UPGRADE TO
No Antibiotics Ever, All Vegetarian Fed chicken

EARNING YOU AN EXTRA
\$0.89 PER PLATE³

30 ORDERS/DAY = **\$26.70**

7 DAYS/WEEK = **\$186.90**

52 WEEKS = **\$9,718.80**

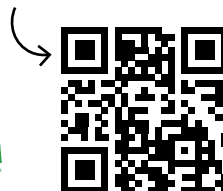


QUALITY, TASTE AND TENDERNESS

No-mess oxygen barrier bags lock in freshness, improve food safety and help extend shelf life.

- 18-Day Shelf Life[†]
- Halal Certified*

SCAN OR TAP
for Available Products



MERCHANDISING: PerdueFoodService.com/Offers

ANIMAL CARE: Corporate.PerdueFarms.com/Responsibility/Animal-Care

CORPORATE RESPONSIBILITY: Corporate.PerdueFarms.com/Responsibility

Contact your Sales Representative for more information

PerdueFoodService.com[®]

1. Datassential MenuTrends YE June 2022, based on median menu prices for fast casual, midscale, casual and fine dining. 2. Datassential Proprietary Perdue Consumer Study, May 2022

3. Based on average landed CVP pricing in eastern U.S., July 2022. *Halal Certified if sourced from Dillon, SC; Refer to HTO certification for a list of halal-certified product codes.

[†]Some products have a shorter shelf life. Contact your sales rep for more information.