



Fastest Growing Salad Segment Just Got Bigger: Taylor Farms® Announces Three New Chopped Salad Kits

April 23rd, 2018

Popular product line-up now includes 13 chopped salads loaded with flavor

SALINAS, Calif. – (April 23, 2018) – Taylor Farms, a leading producer of value-added healthy fresh foods, announced today three new chopped salad kits are hitting retail shelves coast-to-coast; Avocado Ranch, Maple Bourbon Bacon and Buffalo Ranch. These new salad kits cater directly to consumers' taste preferences and are unique additions to the company's already extensive portfolio.

"We approached the creation of these salads by looking at what is trending in restaurants and QSRs as well as through conducting extensive qualitative recipe research with consumers", said Charis Neves, product manager, Taylor Farms. "We're excited to be expanding the fastest growing segment within the salad category— Chopped salad kit segment has grown double-digits +18% yoy in latest 12 weeks, 16% in latest 24 according to Nielsen—and by bringing to market flavors that resonate with today's consumer we make it easy to enjoy a fast and healthy meal in no time."

The new Chopped Salad Kits:

Avocado Ranch – America's favorite salad dressing plus avocados. Avocados are continuing to grow in popularity as consumers purchase these superfoods at a rapid pace. Retail sales of avocados are up 17.1 percent year-over-year.

- Chopped green cabbage, chopped romaine lettuce, carrots, green onions and cilantro with corn, taco seasoned cheese and creamy avocado ranch dressing.

Maple Bourbon Bacon – hitting all of your taste buds with sweet maple bourbon, paired with smoky and salty bacon.

- Chopped romaine lettuce, broccoli, red and savoy cabbage, green onions, carrots and coarse cut smoky bacon, golden honey almonds and maple-bourbon vinaigrette.

Buffalo Ranch – a flavor continuing to grow in popularity across all generations, paired with America's favorite salad dressing.

- Chopped romaine lettuce, broccoli, red and savoy cabbage, green onions and carrots, topped with buffalo seasoned crouton crumbles, creamy Monterey-Jack cheese and buffalo ranch dressing.





The new chopped salad kits act as standalone items, and are also easily adaptable in the kitchen for a wide variety of uses. Each new recipe features the Taylor Farms 100% Free From label. All products that feature this label are free from artificial preservatives, artificial colors and flavors, as well as hydrogenated fats and high fructose corn syrup. Visit www.taylorfarms.com/clean for full details. Taylor Farms Chopped Salad Kits are available nationwide.

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

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