



Taylor Farms Announces Three New On-The-Go Salad Bowls

May 11th, 2017

Portfolio now includes 20 on-trend, convenient and flavor-packed salads, produced in five North American locations

SALINAS, Calif. – (May 11, 2017) – Taylor Farms, a leader in agricultural innovation and healthy, value-added fresh food, is delivering on the consumer appetite for single serve on-the-go salads.

With three new additions, Taylor Farms now offers 20, complete meal, single-serve salad bowls packed with protein. The assortment provides a recipe option for everyone, with the inclusion of on-trend ingredients and chef-inspired dressings. A few organic options are available as well.



Apple & Walnut Salad with Chicken; 5.5 oz.

Includes: green leaf, apples, grilled chicken, spring mix, blue cheese, glazed walnuts, cranberries and carrots with sweet onion vinaigrette



Garden Salad with Chicken and Bacon; 5.75 oz.

Includes: romaine lettuce, grilled chicken, cheddar cheese, bacon, seasoned croutons, red cabbage and carrots with ranch dressing





Chopped Farmhouse Salad with Chicken and Bacon; 6.25 oz.

Includes: green cabbage, romaine lettuce, carrots, grilled chicken, bacon, sunflower seeds and cilantro with slaw dressing

Taylor Farms recognizes the changing consumer needs and desires, generating the motivation for a wide range of flavors and dietary options. Customer favorites include: Chicken Caesar, Fiesta, Organic Spring Feta and Organic Three Bean. "Single Serve Salad Bowls continue to grow at a rate of over 30% and we are thrilled to be a part of that success, says Bryan Jaynes, VP Product Development, Taylor Farms. "We now produce 20 delicious salad bowl recipes in five facilities – playing a key role in supporting this industry growth."

Taylor Farms continues to make investments in single serve salad bowls across both recipes and production capabilities. The company has developed the most comprehensive salad bowl production network in the country, featuring five USDA production facilities; Tracy, CA; Dallas, TX; Nashville, TN; Swedesboro, NJ; and Orlando, FL.

Taylor Farms' manufacturing footprint not only allows customers to receive the freshest products within two days, but also allows the company to deliver on the continued request of providing additional prepared and convenient meal solutions. When partnering with Taylor Farms, customers receive unparalleled value with a focus on freshness and quality.

According to a recent Nielsen consumer research study,¹ salad kits are one of the top selling items, with complete kits growing the most – up 31% from the previous year.

Taylor Farms salad bowls are currently available nationwide.

###

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

¹ <http://www.nielsen.com/us/en/insights/news/2016/lettuce-show-you-the-way-consumer-demand-for-salad-kits->

