



Taylor Farms Expands Chopped Offerings Into Organic Segment

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***The Fastest Selling Chopped Salad Brand Enters the Organic Salad Kit Market -
Debuting at the Organic Produce Summit***

SALINAS, Calif. – July 12, 2016 - Building on the company's chopped salad kit innovation that generated a new sub-segment within the salad kit category, Taylor Farms is now expanding into the organic salad segment with the introduction of Organic Chopped Salad Kits.

"Taylor Farms brought the original chopped salad kits to market in 2012. The innovation generated a new sub-segment within the salad kit category now valued over \$400 million," said Bryan Jaynes, Vice President of Product Management, Taylor Farms Retail. "The time is right to bring this growth-generating product line into the organic segment. Taylor Farms chopped salad kits have been selling faster than any other brand in the market – and chopped kits now represent more than a third of the salad kit segment."

Taylor Farms' new line offers a convenient and healthy multi-serve solution for today's busy families looking for an organic option. The Organic Chopped Salad line consists of three premium chopped salad kits, featuring layers of flavor. These kits include fresh vegetables such as broccoli, celery, carrots, cabbage and romaine. The salad kits also include organic toppings such as quinoa crisps, pita chips, sunflower seeds, chia seeds and pepitas, along with delightful, clean dressings unique to each salad.

The three varieties available:

- **Organic Toasted Sesame Chopped Salad, 12.8 oz.**
Organic Romaine, Green Cabbage, Carrots, Green Onions, Sunflower Seeds, Quinoa Crisps and Toasted Sesame Dressing.
- **Organic Sriracha Ranch Chopped Salad, 12.83 oz.**
Organic Green Cabbage, Romaine, Radicchio, Carrots, Green Onions, Cheddar Cheese, Pepitas, Tortilla Strips and Sriracha Ranch Dressing.
- **Organic Asian Ginger Chopped Salad, 13.26 oz.**
Organic Romaine, Broccoli, Radicchio, Green Onions, Celery, Chia Seeds, Pita Chips, Ginger and Honey Dressing.



As a co-founding sponsor of the Organic Produce Summit, happening July 13-14, 2016 in Monterey, CA, Taylor Farms will be debuting this new line at the Summit. Taylor Farms Organic Chopped Salads will be rolling out starting this summer. For more information, please visit www.taylorfarms.com.

Taylor Farms Retail is a leader in innovation. Dedicated to being North America's favorite maker of salad and healthy fresh foods, Taylor Farms Retail 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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