



# NSSC 2024 - Perdue Chicken Plus - Chicken Tots



The document provided is solely for the purpose of educating students that are participating in the 2024 National Shore Sales Challenge (NSSC) at Salisbury University.

The information contained within this document has been created and provided only for use within this student competition, and does not reflect accurate data, products, or sources.



# Frozen Fully Cooked Category

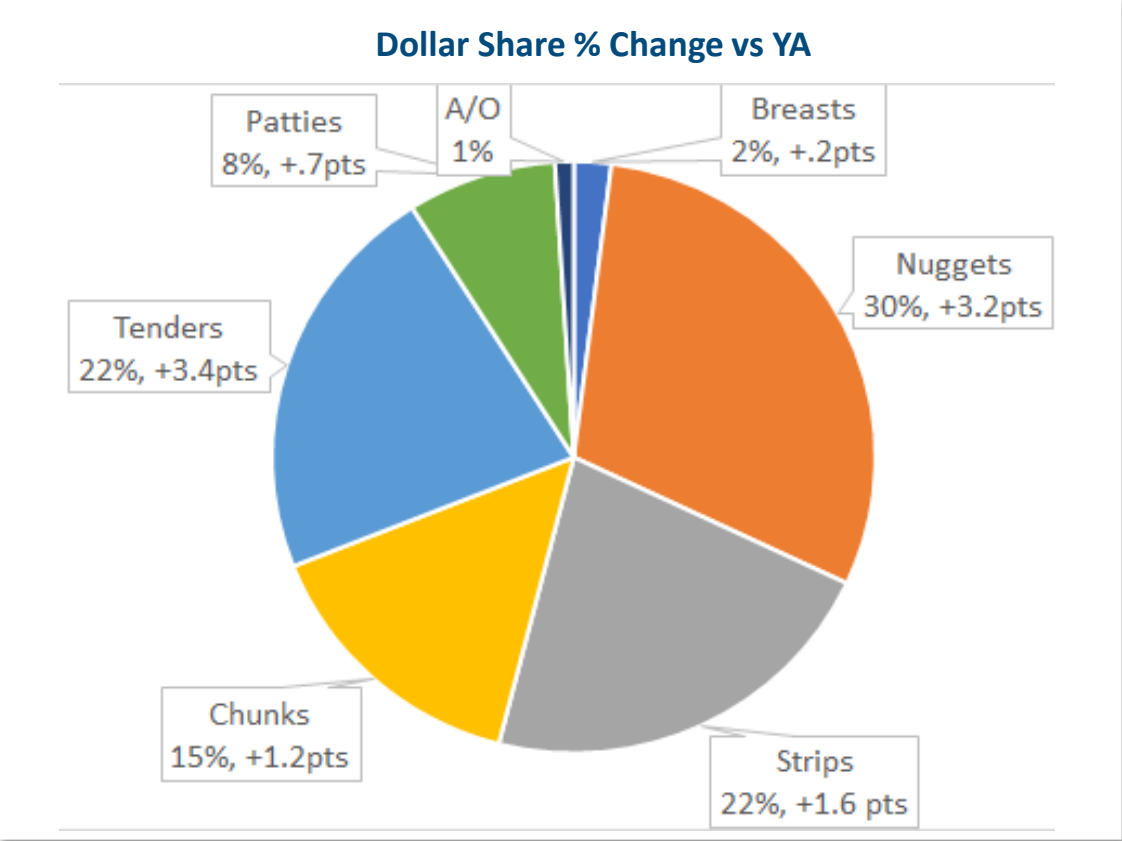
PERDUE® CHICKEN PLUS®

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.

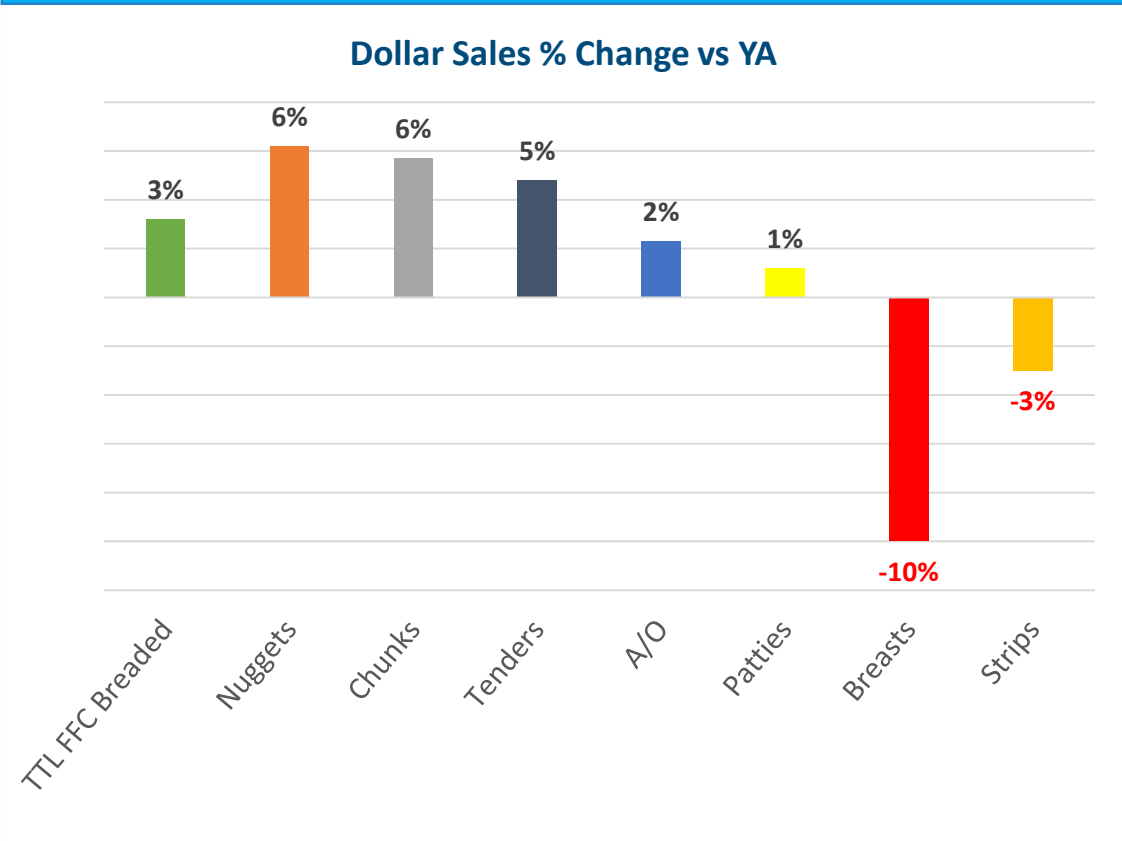


# The Frozen Fully Cooked chicken category is growing 3% vs. LY

Nuggets & tenders represent ~50% of the category & are driving the category growth

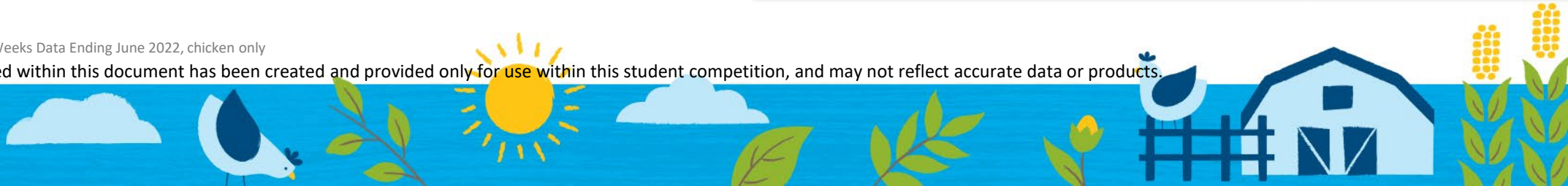


Nuggets, chunks & tenders delivered \$31.3MM in total dollar growth in the L26W



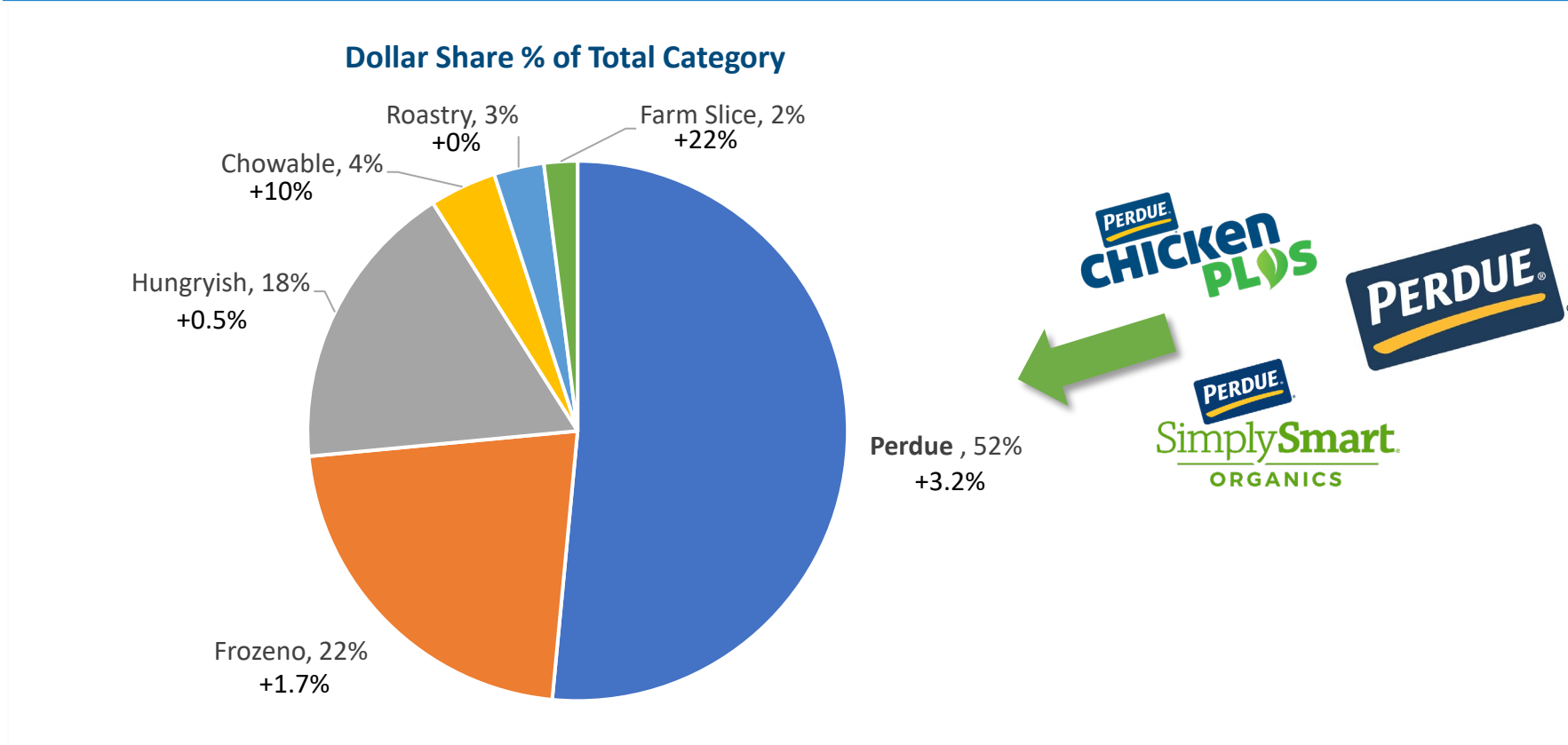
Source: Datacentral Latest 26 Weeks Data Ending June 2022, chicken only

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.



# ...and 3 brands represent over 90% of the category

Perdue is the brand leader in retail sales in the Frozen Fully Cooked Chicken Category, delivering growth of 3.2% in the Latest 26 weeks



Source: Datacentral Latest 26 Weeks Data Ending June 2022

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.





# Last 6 months shows sustained growth, with CHICKEN PLUS® continuing to *outperform* metrics achieved at peak last year

## Retail Sales: Total US MULO

On track to reach  
**\$25MM**  
 annualized based on  
 L26W retail sales

SKU	\$ Sales	Lbs Sales
Dino Nugget	\$8.8MM	2.0MM
Tender	\$3.8MM	0.84MM
<b>TOTAL</b>	<b>\$12.6MM</b>	<b>2.8MM</b>

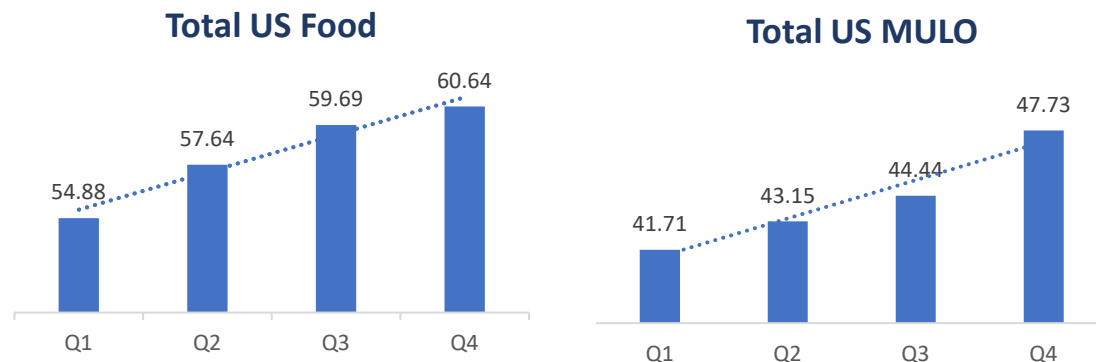
Source: Datacentral Latest 26 Weeks Data Ending June 2022

## Dollar Share: Total US MULO

**0.69pt** L26W  
 \$ Share

Source: Datacentral Latest 26 Weeks Data Ending June 2022

## Distribution Trend (ACV): Food & MULO



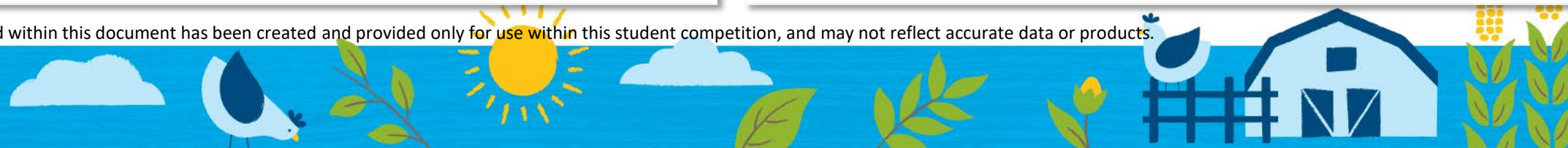
Source: Datacentral Latest 52 Weeks Data Ending Dec. 2021

## Velocity (\$ Sales per Million)

	L26W	MULO	Food
<b>FFC Category</b>		<b>\$51.20</b>	<b>\$45.70</b>
Chicken Plus Dino Nugget	●	\$38.30	● \$38.50
Chicken Plus Tender	●	\$19.60	● \$22.00

Source: Datacentral Latest 26 Weeks Data Ending June 2022

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.

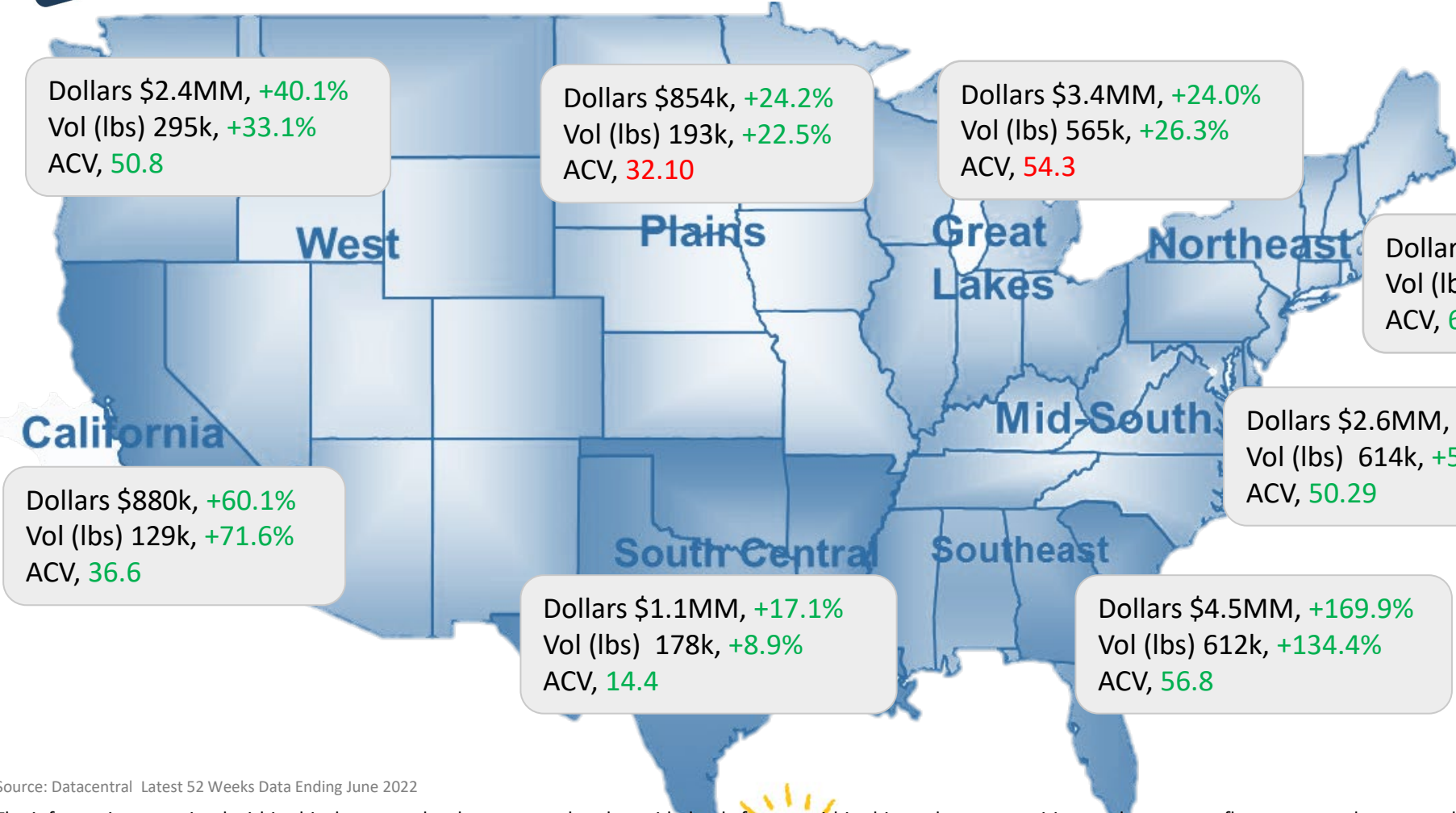




# PERDUE® CHICKEN PLUS® has had a strong foothold since the 2020 launch

**Total US MULO**  
 Dollars \$22.6MM, +8.5%  
 Volume (lbs) 4.21MM, +4.5%  
 ACV, 69.1

Key:  
 ACV Growing vs YA or  
 ACV Declining vs YA



Source: Datacentral Latest 52 Weeks Data Ending June 2022

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.



# CHICKEN PLUS® took plant nutrition mainstream, and continues to do so



Moms say...  
"I try to get my family to eat healthier, but it's hard!  
Real life gets in the way."

## Chicken Plus is designed to check the boxes



Gate-keeper mom for her family, main grocery shopper



Consumers striving to eat healthier; parents trying to get more veggies in kids' diets



Adults that want to do better... taste appeals to kids

Source: Datacentral Qualitative Modeling – Chicken/Plant Protein, 2022  
Source: Datacentral Prediction Market Test – Chicken/Plant Protein, 2022

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.





# Consumer Focus

PERDUE® CHICKEN PLUS®

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.



# CHICKEN PLUS® caters to the flexitarian lifestyle, while also delivering on tasty stealth health

Launched in March 2020, the CHICKEN PLUS® brand has grown to

**\$21MM**  
in annual retail sales



The Dino Nugget is the portfolio leader with **\$14MM** retail sales...



✓ **Deliciousness**  
like all PERDUE®  
Chicken Nuggets



✓ **Fun Shaped**  
dinos for the  
kiddos



✓ **Mom Approved**  
delivers ¼ cup of vegetables  
per serving with *hidden veggies*



*Familiar and tasty family favorite shapes that help parents get more veggies into their kids' diets*

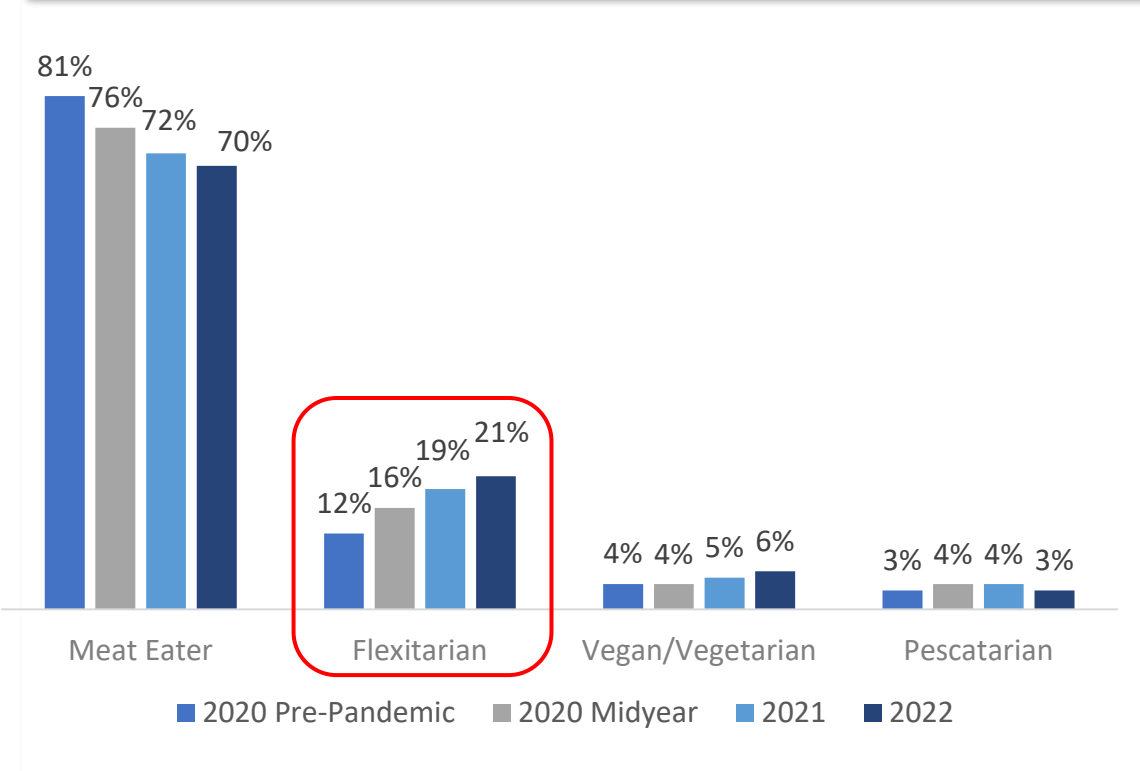
Source: Datacentral | Latest 52 Weeks Data Ending June 2022

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.



# Driven by their pursuit of a healthier lifestyle, the number of consumers following a flexitarian diet continues to climb

More consumers have adopted a flexitarian lifestyle – that number increasing from 12% in 2020, to 21% in 2022



Flexitarians do not eliminate animal protein, but rather center their diet on plant foods with the occasional inclusion of meat

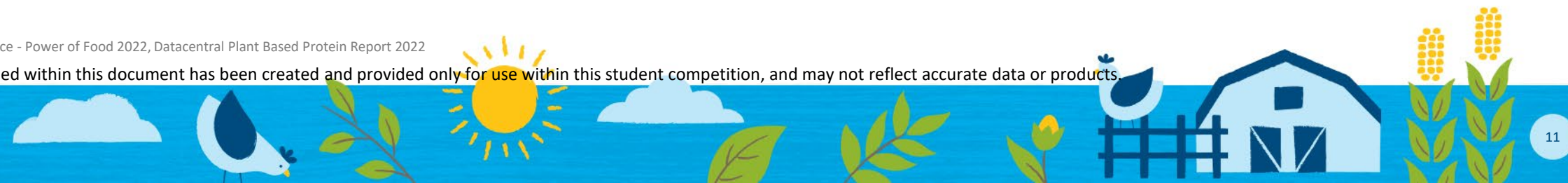
**85%** ...of participants are seeking to increase vegetable consumption, and only...

**15%** ...are seeking to reduce their consumption of meats



Source: Annual Data Conference - Power of Food 2022, Datacentral Plant Based Protein Report 2022

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.



# Research shows that consumers want meat alternatives but are not willing to give up animal products

**Adding plant-based ingredients to meat can satisfy consumer interest in plant-forward diets and drive category growth.” - Jesper Peterson, Global Food Analyst**

*Blended items present a bridge opportunity with **76%** of shoppers, either somewhat or very interested in blended meat & vegetable items*

*Blended items fit nicely within the following food attributes:*



Vegetables  
Legumes  
Whole Grains



Plant Proteins



Animal Protein,  
on occasion



Least Processed  
Natural Foods



Limited Sugar

The majority of US consumers report following an omnivore diet.

Consumers who are looking to incorporate more vegetables are not interested in avoiding meat completely.

Instead, they are looking for convenient ways to incorporate more plants and more diverse proteins in their diets.

Source: Datacentral Eating Occasion Report 2022

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.

**PERDUE**



# What are the benefits of PERDUE® CHICKEN PLUS®?



PERDUE® chicken your family loves, *plus* the vegetable nutrition they need in every serving

- ✓ ¼ cup of vegetables
- ✓ 10 grams protein
- ✓ Good source of Fiber & Vitamin A
- ✓ 100% all natural ingredients
- ✓ No preservatives
- ✓ No antibiotics ever chicken

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.



# Brand History and Benefits

PERDUE® CHICKEN PLUS®

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.



# Innovation is key to PERDUE®, and to growing the category...in 2020, we launched CHICKEN PLUS®



2010

Perdue Introduces the first Whole Grain products to the Frozen Fully Cooked Poultry Category



2011

Perdue is the first major brand to introduce:

- Lightly Breaded
- Gluten Free Products
- Simple, Recognizable Ingredients



2014

Perdue is the first major brand to introduce “No Antibiotics Ever” to the Frozen Fully Cooked Poultry Category



2015

Perdue is the first major brand to convert all Frozen Fully Cooked Products to “No Antibiotics Ever”



2018

Perdue offers the first affordable Organic Frozen Fully Cooked Chicken



2020

Perdue is the first major brand to offer blended Chicken & Vegetables to the Frozen Fully Cooked Poultry Category

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.







# PERDUE® CHICKEN PLUS® Portfolio

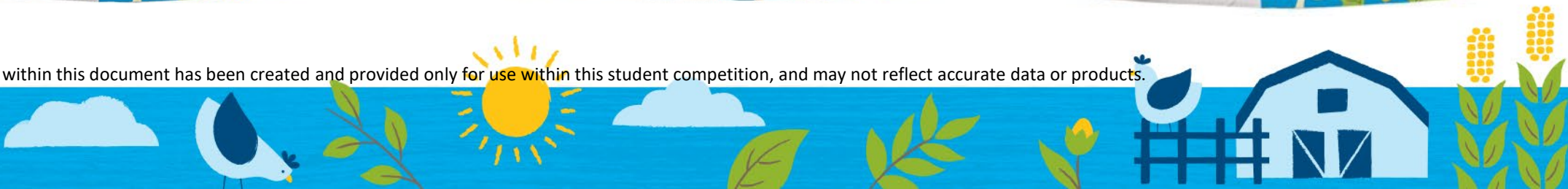
## Current Portfolio



## 2022 launch



The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.





# Purchase intent and incrementality potential is strong

# 72%

*of consumers participating in the In-Home-Use-Test indicated they would definitely purchase PERDUE CHICKEN PLUS CHICKEN TOTS™ after trying them*

## Intended Usage Occasion

Following trial:

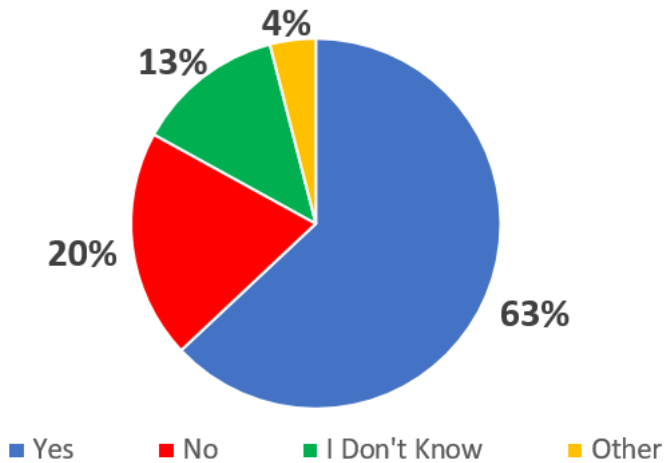
**37%** Snack/Appetizer

**34%** Main Dish

**29%** Side Item

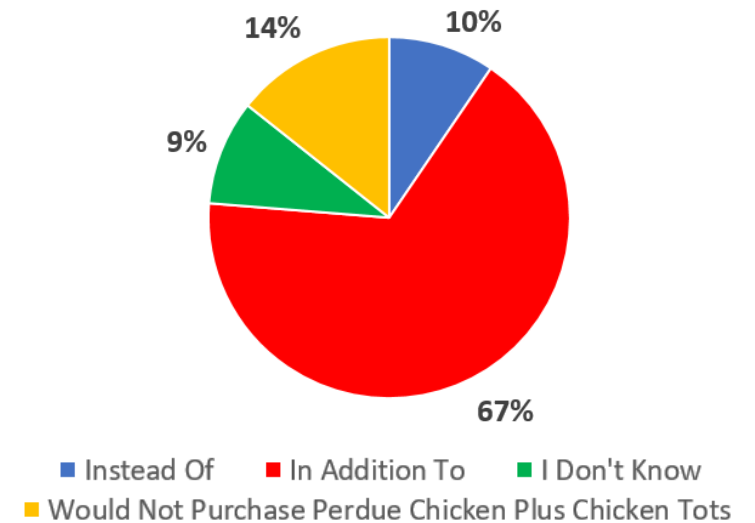
## Substitution for Tater Tots

Substituting Tater Tots with Chicken Plus Chicken Tots Instead



## In Addition to Chicken Plus®

Purchase Instead of/In Addition to Chicken Plus Nuggets/Tenders



Source: Surveynew! Launch Study 2021

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.

**PERDUE.**

# PERDUE CHICKEN PLUS CHICKEN TOTS™ bring strong nutritional and clean ingredient benefits – making them a great replacement to other tot offerings



## Nutrition Facts

about 7 servings per container  
**Serving size** 7 Pieces (90g)

Amount per serving		% Daily Value*
<b>Calories</b>	<b>210</b>	
<b>Total Fat</b> 10g		<b>13%</b>
Saturated Fat 2g		<b>10%</b>
<i>Trans</i> Fat 0g		
<b>Cholesterol</b> 25mg		<b>8%</b>
<b>Sodium</b> 460mg		<b>20%</b>
<b>Total Carbohydrate</b> 22g		<b>8%</b>
Dietary Fiber 1g		<b>4%</b>
<b>Protein</b> 9g		<b>15%</b>
Vitamin D 0mcg		0%
Calcium 19mg		2%
Iron 1mg		6%
Potassium 209mg		4%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Calories per gram:  
 Fat 9 • Carbohydrate 4 • Protein 4

**Ingredients:** BONELESS CHICKEN BREAST WITH RIB MEAT, WHEAT FLOUR, WATER, CAULIFLOWER, CHICKPEAS, CABBAGE, POTATO FLAKES, YELLOW CORN FLOUR. CONTAINS 2% OR LESS OF CORN STARCH, SALT, BROWN SUGAR, DEXTROSE, SUGAR, PEA PROTEIN, YEAST, GARLIC POWDER, ONION POWDER, WHITE PEPPER, SPICE, YEAST EXTRACT, SUNFLOWER OIL, WHOLE DEHYDRATED YELLOW PEA, WHOLE DEHYDRATED CHICKPEA, BAMBOO FIBER, SOYBEAN OIL, GUAR GUM, NATURAL EXTRACTIVES OF PAPRIKA, NATURAL FLAVORS, PSYLLIUM HUSK.

Contains: WHEAT

- ✓ 100% All Natural Ingredients
- ✓ Good Source of Protein

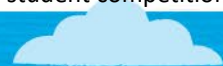
The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.



# On Shelf Execution Plan

PERDUE® CHICKEN PLUS®

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.



# Competitive Intelligence & Recommended Placement in the Frozen Chicken Section

## Total US Supermarket: Bottom Performing SKU's

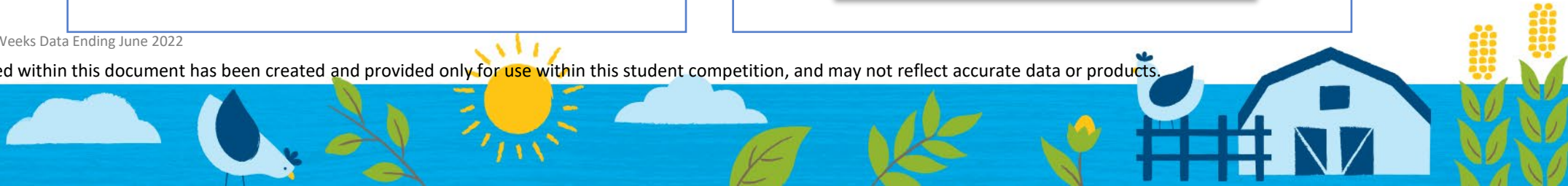
SKU's Targeted to Discontinue	YTD Performance vs LY (% Change in Units)
1. Roastry Tender	-11.1%
2. Chowtime Nugget	-9.6%
3. Frozeno Strip	-7.2%
4. Hungry Patty	-8.4%
5. Farm Slice Tender	-3.7%
6. Frozeno Nugget	-2.3%

## Recommended Shelf Positioning



Source: Datacentral Latest 52 Weeks Data Ending June 2022

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.





# PERDUE® CHICKEN PLUS® supported with robust national marketing campaign

## National Broadcast TV

Full year support on popular Millennial and GenX skewing networks across 250 TV media markets

## On-Line Video

Augments TV with digital video like YouTube and Hulu to reach younger generation/cord cutters



[Chicken Plus 2020 Commercial](#)

## Print - Magazines

Parenting, Lifestyle, Food, Women's

## Podcast Integration

America's Test Kitchen, KIDS!



## Social Media

"America's Pickiest Easter Contest"  
Email Campaigns  
Search

## Consumer Promotions

FSI's, Digital Coupons and Partnerships



The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.



# Thank You

PERDUE® CHICKEN PLUS®

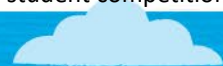
The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.



# APPENDIX

PERDUE® CHICKEN PLUS®

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.



# Quantitative testing across multiple product ideas show strength of concept



**Perdue Chicken Plus Tenders** and **Perdue Chicken Plus Kid Nuggets** both were Top 25% performers of entire research database

- 95.2% likelihood Purchase Intent with a confidence of 10.0 out of 10.0
- 1/3 of people would purchase this “In Addition” to current purchases
- Only 30% of source of volume will come from another chicken product

**“No Antibiotics Ever,” “Excellent Source of Protein”** and **“Servings of Vegetables”** drove highest interest in the concept.

**85%** of participants are seeking to increase vegetable consumption while only **15%** are seeking to reduce their consumption of meats.

Source: Datacentral Qualitative Modeling – Chicken/Plant Protein 2022  
Source: Datacentral Prediction Market Test – Chicken/Plant Protein, 2022

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.





# Line price Chicken Plus everyday and on promotion with Perdue Blue Bag Chopped & Formed

Everyday Pricing	Unit Cost to Retailer	Suggested Retail Price Point
Everyday	\$3.84	\$6.99

Promotional Pricing	Unit Cost to Retailer	Scan per Unit	Suggested Retail Price Point	# of Weeks on Promotion
Feature	\$2.62	\$1.22	BOGO (\$3.49)	2
Display	\$3.49	\$0.35	\$4.99	4
TPR (Temporary Price Reduction)	\$3.57	\$0.27	\$5.49	2

The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.



# Internal ONLY: Slotting parameters

Free Fill	Extra Promotions	Cash
Retailers will be able to receive one free case, per SKU, per store.	We will offer up to 2 extra promotions across the year in lieu of any slotting fees.	We will offer up to \$10,000 per SKU as slotting. Min commitment: 1 year on shelf



The information contained within this document has been created and provided only for use within this student competition, and may not reflect accurate data or products.

