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Ready Pac Foods Expands into the \$8.3 Billion Fresh Meal Category with Launch of New Fresh Prep'd Brand

Irwindale, Calif., June 13, 2017 – Ready Pac Foods, a wholly-owned subsidiary of Bonduelle (BOND.PA), today announced it will expand into the growing Fresh Meal Category with the introduction of its new **Fresh Prep'd™** brand of fresh meals. Beginning in September, the brand will launch two innovative product lines: Fresh Prep'd Soup Kits and Fresh Prep'd Wrap Kits. The product lines will deliver fresh, healthy and convenient meal options with delicious, bold tastes and on-trend flavor profiles.

Over the last year, the Fresh Prepared Meal Category has grown 8.9%, making it an \$8.3 billion category and growing more than two times the total of the food and beverage category in the U.S.¹ Entering the fastest growing category allows Ready Pac Foods to continue to position itself as the leader in fresh prepared meal solutions and give more people the freedom to eat healthier.

“We saw a great opportunity to diversify the company’s offerings and provide consumers with the convenient meal options they are looking for, especially as sales of products in the perimeter of the grocery store continue to grow,” said Ready Pac Foods CEO Tony Sarsam. “The new Fresh Prep'd brand falls in line with our overall business strategy to gain market share in the growing fresh prepared foods category beyond salads.”

According to custom research conducted by Ready Pac Foods, consumers struggle to find solutions that meet all of their needs for convenient, fresh, healthy and great tasting meals. They told the company that options available today throughout the grocery store often force them to compromise on one or more of these important needs, foregoing great taste for convenience or healthy options for flavor. With the introduction of Fresh Prep'd branded products, consumers will soon enjoy delicious and satisfying options that are both convenient and healthy.

“In developing the Fresh Prep'd brand, we wanted to create an easy alternative to lackluster desk lunches and unhealthy fast food,” said Ready Pac Foods CMO Galit Feinreich. “With more than 75% of households in the U.S. purchasing fresh prepared foods², our Fresh Prep'd options enable consumers to have a delicious, healthy and convenient meal at a great value.”

The launch of Fresh Prep'd not only expands Ready Pac Foods into the Fresh Meal Category, but also infuses it with true innovation. Fresh Prep'd Soup Kits are the first of their kind in the fresh soup category. Created with flavorful broths, on-trend ingredient combinations and fresh vegetables that maintain their great flavor and crisp texture, this is the only fresh soup prepared by the consumer right before enjoying.

¹ IRI Unify, Latest 52 Weeks, May 2017

² IRI Unify, Latest 52 Weeks May 2017

The Fresh Prep'd Wrap Kits feature high-quality ingredients, bold sauces and vegetables, many inspired by the company's most popular Bistro Bowl® varieties. Consumers assemble their wrap right before mealtime allowing for a fully customizable experience with a fresh, never soggy, tortilla and crisp, crunchy vegetables, not possible previously with pre-prepared wraps.

During its nearly 50 years, Ready Pac Foods has a long-standing history of innovation, including fresh-cut bagged salads in grocery stores, European salad blends, the triple wash process for greens and the first organic chopped salad kits on the market. Ready Pac Foods also created the single-serve salad category in the U.S. more than 17 years ago with their Bistro Bowl® brand and remains the market leader today.

About Ready Pac Foods

Home of the original Bistro Bowl® complete meal salad, Southern California-based Ready Pac Foods, a wholly-owned subsidiary of Bonduelle (BOND.PA), has been giving people the freedom to eat healthier for nearly 50 years. As a premier producer of convenience fresh foods and fresh cut produce and with processing facilities throughout the United States, Ready Pac Foods manufactures a complete range of products featuring fresh produce and protein under the company's Bistro®, Ready Snax®, Cool Cuts®, elevAte™ and Fresh Prep'd™ brands. Offerings include fresh-cut salads, soup kits, wrap kits, fruits, vegetables and fresh snacking options available where consumers buy groceries and in restaurant chains across North America. For more information, visit www.readypac.com or follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

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