

Build a multi year pipeline from scratch

Opportunity: Create a 5-year strategy and pipeline to drive growth

Solutions:

- Shift from customer focused to **consumer-focused** innovation
- Shift from one off launches to **multi sku platform** launches that have **staying power** in market at least over a year
- Shift from line extensions in current categories to **platforms in new categories/adjacencies to drive incremental growth**

Results:

Launched Annually

- Frozen Meatballs & Sausage Slices (2013)
- Cooked Breakfast Links (2014)
- Naturals Fresh Dinner and Breakfast Sausage (2014),
- Cooked Breakfast Patties (2015)
- Flame Grilled Chicken (2017)

See next slide

Launched 4 platforms and 20 SKUs, driving over \$219 million* in Sales

Meatballs & Slices (2013)



New Adjacency
Frozen Meats

Fully Cooked Breakfast (Links 2014, Patties 2016)



New Category
Refrigerated
Breakfast

Fresh Naturals (2015)



New Segment
Natural

Flame Grilled Chicken (2017)



New Category
Chicken

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* IRI Data through June 2018