



Media Contact:

Diana McClean
Tanimura & Antle
831.455.4156
DianaMcCLean@taproduce.com

**Tanimura & Antle Celebrates Baseball Season
Launching Themed Lettuce Packaging that Includes Simple Recipe**

FOR IMMEDIATE RELEASE

Salinas, CA [June 6, 2012] – Industry leader Tanimura & Antle continues to promote salad season with new promotional packaging that adds excitement and impact to the produce department. Today the company announces the launch of their ***Baseball Iceberg Lettuce*** packaging, available to retailers through October. This seasonal packaging is designed to effectively separate the popular iceberg lettuce on the shelf and create sales momentum during the key summer salad season.

The new packaging includes the traditional red baseball stitching and a baseball card-style recipe for a quick, easy-prep wedge salad that the whole family will love. It also co-promotes one of the recipe ingredients directly on the package-Tanimura & Antle's own Artisan Sweet Italian Red Onions. "The baseball packaging ties into the season, and our lettuce sold quickly!" exclaimed one Produce Buyer.

Retailers are encouraged to cross merchandise this eye-catching package with other recipe ingredients for a total destination shopping location. "Cross promoting a complementary item simplifies the shopping experience for the consumer and the on-pack recipe provides an immediate meal solution," commented Diana McClean, Director of Marketing. Consumers can find this new packaging in select retail stores across the US.



Additionally, Tanimura & Antle's **Summer Fun Sweepstakes** promotion continues to help retailers increase sales while generating excitement in their produce departments. Now in its 5th week, this promotion (going through July 2012) is also growing Tanimura & Antle's Facebook fan-base by bringing about awareness and introducing the premium Artisan line to new consumers everyday. "We're thrilled by the response we're getting and regularly hear how once people have tried these fresh whole-head lettuces they're hooked by the crispness, freshness and flavor of these Artisan products" continued McClean. Check out the buzz on Tanimura & Antle's "Artisan Lettuce" Facebook page today.

The launch of Tanimura & Antle's newly packaged **Field Fresh Wrapped Leaf Lettuce** line will be rolling out into retail outlets in July in new bilingual (English/French) packaging. Each package is complete with its own unique QR (Quick Read) Code that, when scanned, links directly to videos of these lettuces being harvested and packaged fresh right in the field. Retailers have been supportive of this new program with one Midwest store manager claiming, "We love the T&A bagged leaf produce, Great product, great label and lower shrink!"

Lots of exciting things happening with Tanimura & Antle products this summer! Look for us in your grocery store and join in all the excitement. Check out taproduce.com for a list of retailers who carry Tanimura & Antle produce.

About Tanimura & Antle

Tanimura & Antle is an industry leader whose commitment to premium quality produce has remained strong since its formation in 1982. The Tanimura & Antle families combined years of experience and knowledge to establish a produce company unrivaled in its quality products, innovation and dedication to growers, customers, consumers and employees. Today, as one of the largest independent lettuce growers in the United States, Tanimura & Antle farms more than 30,000 acres of rich, fertile farmland and ships a full line of premium fresh produce products throughout North America, Europe and Asia. For more information, please visit www.taproduce.com.