

MEDIA ALERT

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NAKED TRUTH®
PREMIUM CHICKEN
BELIEVABLY GOOD

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NAKED TRUTH® PREMIUM CHICKEN NOW AVAILABLE AT SAM'S CLUB *Fully Cooked Flame Grilled Chicken Breasts Bring Restaurant Flavor & Convenience Home*

Atlanta, GA (October 2018) — Atlanta-based premium chicken producer, Wayne Farms LLC, just made home cooking easier when it recently announced that [Sam's Club](#)—in stores throughout the country's mid-section, from north to south—just added **NAKED TRUTH®** Premium Chicken sous vide prepared *Flame Grilled Chicken Breasts* to its line-up of products, which are backed by verified, humane care practices. Certified to [Global Animal Partnership \(GAP\)](#) Step 2 Rated standards, all Naked Truth chickens are raised on family farms with more light intensity, room to roam, and enrichments to support natural behavior, inside chicken houses. The new product hits store freezer cases this month.

“We are beyond excited to offer a product that we’re sure consumers will absolutely love,” said Megan Ernst, **NAKED TRUTH®** Premium Chicken senior brand manager. Not only does sous vide preparation allow a home cook to get the same texture, flavor and appearance of a restaurant-quality chicken breast, but it’s quick to finish, without drying out. Juiciness is a hallmark of the sous vide cooking method. This leaves more time for preparing side dishes, sauces or welcoming guests, as they arrive, which everyone can use more time to do,” Ernst added.

According to Ernst, sous vide is a cooking technique that uses heated water versus heating elements to get near-perfect results, each-and-every time. With traditional cooking techniques, cooks have a narrow window of time to pull the product to prevent under- or over-cooking. Instead, with the sous vide method of cooking, water is heated to exactly the temperature needed to cook the product. Used by restaurant chefs for decades, the technique is “now growing in popularity with home chefs, and we’ve basically removed all the guesswork for them,” Ernst said.

The product’s 5-ounce breast fillets are fully cooked and then flash-frozen to lock-in moisture and flavor. Each chicken breast is wrapped in its own package—for a no-touch prep experience—and placed in an outer, resealable, bag, which contains six wrapped breasts. This means that cooks have complete flexibility over exactly what gets used and ‘when.’ The all-natural *Flame Grilled Chicken Breasts* may be served warm or chilled and contain no artificial ingredients, nitrates, nitrites, preservatives or gluten.

Most importantly, behind the product, itself, Ernst shared that consumers are really going to like the certified responsibility and care provided. Chicken raised under GAP Step 2 requirements are fed a vegetable and grain diet, meaning no animal by-products, and are never, ever given antibiotics. “We just really feel that the value of this product is unprecedented, with the preparation and humane care practices behind it. It’s where convenience meets conscience,” Ernst concluded.

In stores November of 2018, suggested retail price is \$12.98 and will be found in stores’ freezer sections. Consumers will find farmer stories and a brand blog at nakedtruthchicken.com and will be able to get their questions asked and answered, both online at justask@nakedtruthchicken.com or by calling the **NAKED TRUTH®** Premium Chicken consumer care line at: 1-800-525-6911.



WAYNE FARMS®

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About NAKED TRUTH[®] Premium Chicken. Believably Good.

Since 2017, NAKED TRUTH[®] Premium Chicken has offered an all natural, quality taste experience with verified care practices behind every delicious bite. Products are Global Animal Partnership Step 2 Rated, which means added animal care practices that consumers seek around lighting, enrichments, and density in chicken houses. With no antibiotics ever and a vegetable- and grain-based diet, the brand was developed to meet the needs of conscience consumers who want to know, with 100% confidence, that there's care and integrity behind the chicken on their plates.

About Wayne Farms LLC

Wayne Farms LLC is the seventh-largest vertically integrated poultry producer in the U.S. with annual sales exceeding \$2 billion. A subsidiary of Continental Grain Company, Wayne Farms owns and operates 11 fresh and further-processed facilities throughout the Southeast, produces more than 2.6 billion pounds of poultry products each year, and employs more than 9,000 individuals. Producing products under the brand names of WAYNE FARMS[®] fresh and prepared chicken; PLATINUM HARVEST[®] premium fresh chicken; CHEF'S CRAFT[®] gourmet chicken; and NAKED TRUTH[®] premium chicken, Wayne Farms has a well-known history of delivering exceptional poultry products to some of the largest industrial, institutional, and foodservice companies across America.

About Global Animal Partnership (GAP). Improving the lives of farm animals, step-by-step[™].

Global Animal Partnership is one of the largest animal welfare certification labeling programs in North America. We set the standard for how farm animals are raised - positively impacting 290+ million farm animals each year through our 5-Step[®] Animal Welfare Certification Program. Our labels provide consumers an easy way to identify how animals were raised while also allowing for continuous improvement on-farm. GAP ensures our farm animal welfare standards are being met on every farm – not just a sample. This level of detail is important to us, so when consumers see our label, they feel good about the meat they eat.

