



## **MEDIA RELEASE**

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# **WAYNE FARMS INTRODUCES ALL NATURAL\* LADYBIRD™ PREMIUM CHICKEN BRAND**

**Oakwood, GA (August 2019)** – After a successful market entry and a round of market tests Wayne Farms LLC is launching its new brand LADYBIRD™ Premium Chicken in select Northeast locations and planning wider distribution by the end of the year.

LADYBIRD™ Premium Chicken was developed for foodservice and cash and carry customers looking to capitalize on trending preferences in the consumer marketplace while sourcing a more tender chicken product. Humanely raised\*\* on family farms, the all natural line of fresh products are made from smaller, all-female chickens providing more consistent sizing and portion control. LADYBIRD™ chicken is aged on the bone before processing, optimizing flavor, retention of moisture, and most of all yielding better texture and tenderness.

Originally developed for a single Northeast customer, LADYBIRD™ products quickly became a regional favorite, and customer requests for larger orders prompted the company's decision to ramp up sales and production to meet anticipated demand. "We're market-driven and our customers are experts in their marketplace so we partnered to create a product we knew would get quick market penetration. Success told us there was a niche in the larger marketplace for LADYBIRD™ chicken," said Clint Rivers, President and CEO of Wayne Farms LLC.

Fresh product selections include: 99% fat free super-trimmed chicken breast fillets; boneless, skinless breast fillets with rib meat; clipped tenderloins; and whole and split wings. Distributors and retail customers interested in LADYBIRD™ products can visit [waynefarms.com](http://waynefarms.com) or contact a Wayne Farms sales representative. Customers looking for LADYBIRD™ products will find them in expanding markets in the Northeast, with West Coast and national market distribution on the near horizon.

\*Minimally processed. No artificial ingredients.

\*\*Meets Wayne Farms animal welfare standards for assuring the highest level of commitment and integrity to the wellbeing of our chickens by providing quality nutrition, reliable shelter, stress-free environmental conditions, and support of natural behaviors.



## **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; NAKED TRUTH® premium chicken; and LADYBIRD™ 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.

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