

Butts And Picnics Claim Space In Retail Case.

HERE'S WHY THE TREND IS SHIFTING TOWARDS VACUUM PACKED SINGLES:

REDUCED LABOR. Butts and picnics go from carton-to-case in Cryovac® display bags.

REDUCED SHRINK. Vacuum packaging extends product shelf life giving retailers more time to sell what they merchandise.

QUICK RECOVERY FROM SURGES IN DEMAND. Single butts and picnics can be easily and quickly brought from the cooler to replenish meat case inventory.

FOCUS LABOR WHERE IT'S NEEDED. Out-of-stocks in the rest of the meat case can be reduced because vacuum packaged butts and picnics require little labor.

AVAILABLE IN A VARIETY OF PORTION SIZES. Many different cuts of butts and picnics may be available in-the-bag depending on supplier. Square cut butts, pork blades, country style ribs, pork steaks, center cut picnics, extra meaty pork hocks, and more.

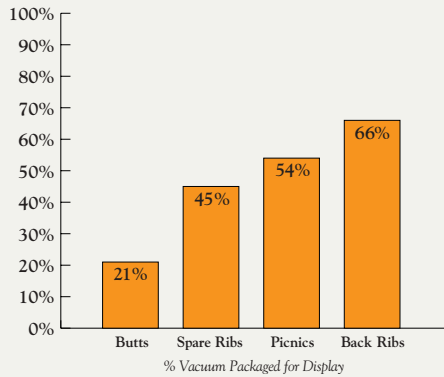


SQUARE CUT PORK BUTT



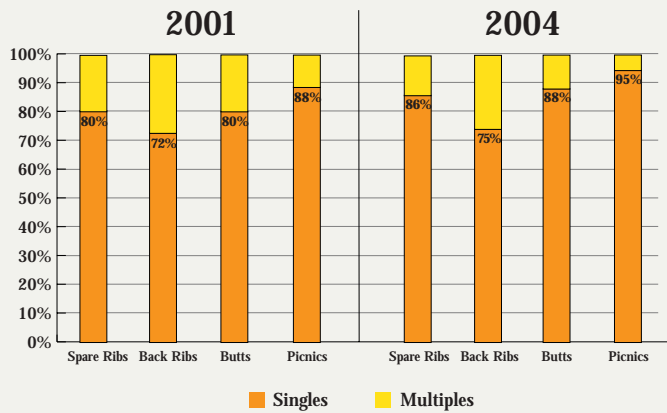
WHOLE PORK PICNIC

RETAILERS ARE USING VACUUM PACKAGES MORE AS RETAIL DISPLAY PACKAGES.



21% of butts and 54% of picnics are currently being displayed in vacuum bags at retail.*

MORE AND MORE ARE DISPLAYING THEM AS SINGLES



80% of butts and 88% of picnics are packaged as singles reflecting consumer interest in purchasing smaller portions or single cuts.*

These are important reasons any time, but are even more beneficial when price featuring compresses high volume into a short period of time.



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FAMILY PACK PORK BLADE COUNTRY STYLE RIBS



EXTRA MEATY PORK HOCK



PORK PICNIC ROAST CENTER CUT



FAMILY PACK PORK STEAKS

*2001 Cryovac Retail Pork Survey