



TRUST MY CHICKEN[®]

→ GUARANTEED QUALITY ←



OUR CHICKEN IS NOT LIKE ANY OTHER CHICKEN

We believe in traditionally roasted and friendly fried chicken products, together with our **Triple F philosophy**.

The thought of a roasted chicken alone makes the mouth water - especially the first juicy bite. This is our main point of focus for our chicken products and this brand.



GENERAL CONSUMER TRENDS

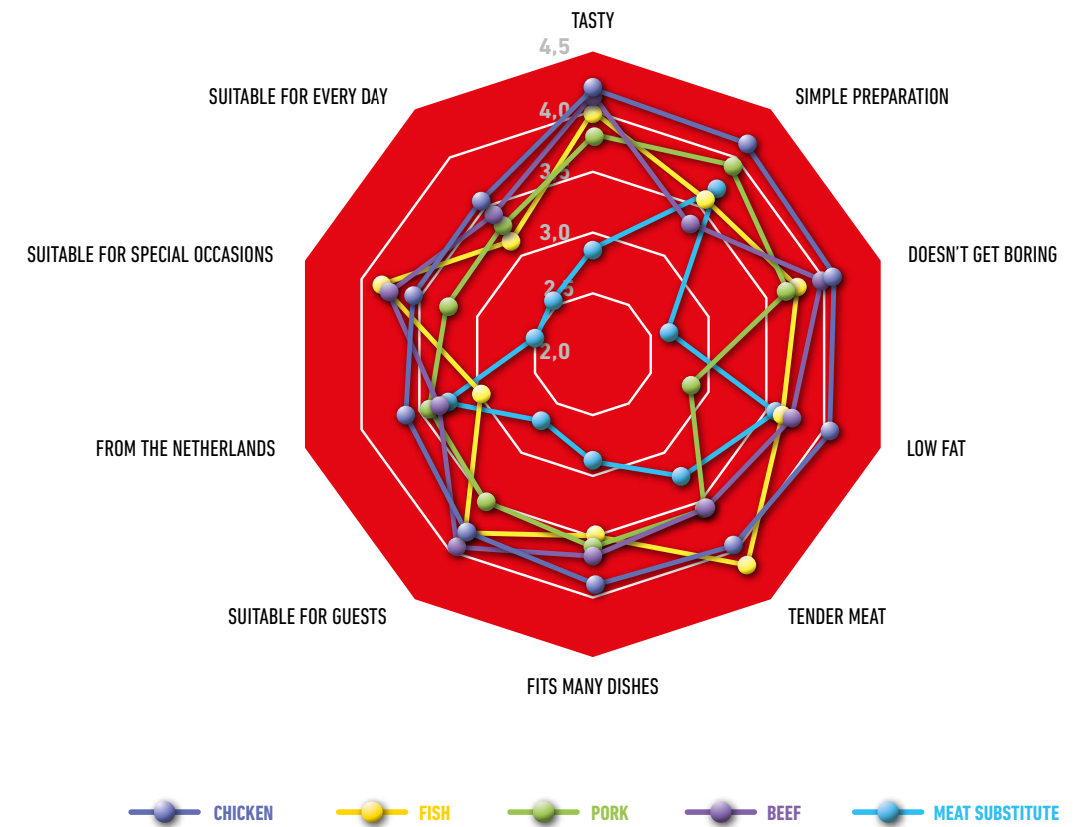
Today's consumers, and especially millennials:

- Are active 24 hours a day
- Take less and less time to prepare meals
- Are less knowledgeable about cooking
- Are more conscious about being healthy
- Want food with recognizable ingredients

This challenges retailers to find new and effective solutions!



CHICKEN IS DOING WELL ON ALMOST ALL ASPECTS



Source: Lei, 2016.



CONSUMER RESEARCH

In our research we asked our panel, consisting of 500 consumers, about their lifestyle and their cooking behaviour regarding fresh and frozen chicken products.

When offering consumers roasted chicken products in a retail setting, these products should meet three important requirements:

- Products should be fresh
- Products should be quick & easy to prepare
- Product should be attractive

Our expertise is translating qualitative consumer insights into new product concepts that are relevant solutions for our customers. This is always our base for new business.



MARKET INSIGHTS

Chicken products

The European market for chicken products already accounts for 30% of total meat consumption, and this percentage is still growing.

Frozen category

About 80% of the category 'frozen meat products' consists of snack items. Marketing is also focused on the "snacking moment". The demand for high-quality convenient frozen products is rapidly increasing; good taste and smart packaging are key.

The fresh- frozen category needs better and more innovative convenience concepts, that add value for both the consumer and to the retailer.

Frozen in the future

Smart concepts, with intuitive packaging and well-thought-out marketing will define future success.

TRUSTMYCHICKEN

TrustMyChicken is not like any other chicken; it is a real solution. Because of our outstanding process, the chicken has been roasted or fried, and then Individually Quick Frozen.

Fresh and frozen: TrustMyChicken is ready to use and, since it's frozen, it is easy to store for a longer period of time.

TrustMyChicken is always available, at any time, and for any meal. This helps the consumer serve amazing meals in a short amount of time.

With its specially developed pouch, TrustMyChicken makes cooking on demand easy for the consumer.



SMART PACKAGING

The pouch of TrustMyChicken:

- Keeps the chicken fresh and frozen
- Ensures no food waste
- Simplifies cooking by offering easy portion-control
- Suitable for use in oven en microwave
- Recyclable packaging

That is what we call convenience!







GENUINE STRIPS

For daily fresh salads, sandwiches & soups



TASTY SKEWERS

For oriental cuisine



JUICY CHUNKS

For healthy pastas, salads and curry recipes



TENDER FILETS

For regular dining

A PERFECT CASE FOR YOU!

Growing demand

TrustMyChicken responds to the growing demand for healthy, tasty convenience products, especially the growing demand for ready-to-use, tasty chicken products.

More buyers

The products attract new consumers to the category, especially millennials. The concept also encourages current consumers to buy more and different frozen products because they can clearly be used as a meal component.

Increased revenue & margin

TrustMyChicken offers new added-value concepts in the frozen-meal category as well as more variety regarding flavours and products in the frozen category.



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