

There's A New Chicken in Town



Premium Quality Guaranteed

Outrageously Tasty!



Strong Brand Identity
Excellent Shelf Impact
Whole Muscle Premium Product

**Coming Soon to Frozen Food section of
Irish Supermarkets & Butchers**

**FULLY
COOKED** | **READY IN
15 MINS**

For more information contact: **Jim** at Vista Foods **01 450 0006** or email jim@vistafoods.ie

Chicken with Attitude® is a registered brand name of Vista Foods Limited, Unit D3 Riverview Business Park, Nangor Road, Dublin 12. www.vistafoods.ie

Coming Soon to
Frozen Food Section
of Irish
Supermarkets
& Butchers



Outrageously Tasty!

3 SKU's available



1

CRISPY GOLDEN CHICKEN TENDERS

The **500g Family Size Bag**
will hold approximately
18 Crispy Golden Tenders (approx. 28g).
RRP €4.99

This is our biggest selling product.
Mass appeal.

Packing Information

Packed 10x 500g Bags
5kg Outer Carton

Support

In-store cooking demonstrations
and sampling

Launch price promotions

Eye-catching POS;
Shelf Talkers & Wobblers

3 PRODUCTS TO BE LAUNCHED Q3 2019

We have selected 3 products which are noticeably different to our competitors offerings. Each with a textured, artisan look. Brand leaders in the Food Service market.

The target market is 25-55 year old housewives looking for a quality convenient chicken option for the family.

The quality of the chicken and bespoke coatings
give these products the edge.



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2

POPCORN CHICKEN

The **500g Family Size Bag** will hold approximately 50 Chicken Popcorn pieces (approx. 10g).
RRP €4.99

Hand-cut whole muscle Chicken. Kids just love it.

Packing Information

Packed 10x 500g Bags
5kg Outer Carton

Support

In-store cooking demonstrations and sampling

Launch price promotions

Eye-catching POS;
Shelf Talkers & Wobblers

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3

HOT & SPICY SIZZLER CHICKEN TENDERS

The **500g Family Size Bag**
will hold approximately
18 Crispy Golden Tenders (approx.28g).
RRP €4.99

Whole muscle hand-cut mid heat level.
Teenager appeal.

Packing Information

Packed 10x 500g Bags
5kg Outer Carton

Support

In-store cooking demonstrations
and sampling

Launch price promotions

Eye-catching POS;
Shelf Talkers & Wobblers

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