



NEW PRODUCT HOT SHEET

All Natural^{*} Flavor Just Got Better.

No Preservatives | No Artificial Ingredients | No Added Hormones or Steroids^{**}



You've known *Tyson Red Label*[™] chicken for Better Flavor, Better Prices and Better Choices. Well, better just got better with our new great tasting, *Tyson Red Label*[™] chicken made with all natural^{*} ingredients.



^{*}Minimally processed, no artificial ingredients.
^{**}Federal regulations prohibit the use of added hormones or steroids in chicken.

HOT SHEET 1/3



NEW Tyson® Red Label™ Chicken Products

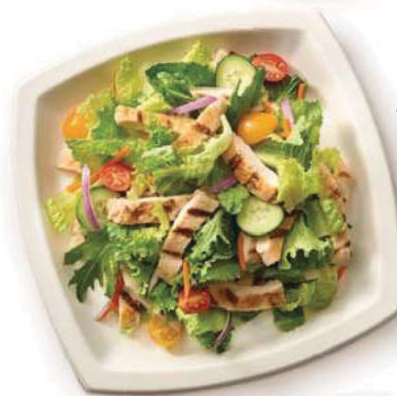


Our new additions to the *Tyson® Red Label™* product line are the result of insights-driven culinary innovation. Our original *Red Label™* product research told us the most popular flavors, forms and sizes, but we couldn't stop there. We asked, and operators and consumers both told us that they also want all natural options that contain no preservatives, no artificial ingredients and are minimally processed. "All natural" ranked highest above all other options as the most preferred "better-for-you" attribute,^{***} and many national chains are already moving in this direction.



Tyson® Red Label™
All Natural* Crumb
Coated Filet

But what good is better-for-you if it doesn't taste better? So, we used our team of chefs, culinary-trained food scientists and product developers to create the recipes for the new, delicious *Red Label™* product flavor profiles made with all natural* ingredients. What you get is a full line of craveable filets, strips, tenders and boneless wings with no added hormones or steroids^{**}, no preservatives, and no artificial ingredients—all with a great taste only available from Tyson Food Service.



Tyson® Red Label™
All Natural* Backyard
Grilled Breast Strips

ADDITIONAL FEATURES & BENEFITS

- Up to 20% lower food costs than comparable products you are using currently
- The best-selling flavor profiles in America available at all price points
- Authentic made-from-scratch appearance, texture and flavor
- More than 70% of consumers want the option to choose a better for you chicken option from a menu^{***}
- Multiple product options and price points for all of your menu applications



Tyson® Red Label™
All Natural* Crumb
Coated Tenders

FLAVOR PROFILES

NEW *Tyson® Red Label™* Breaded and Unbreaded Flavors made with all natural ingredients that contain no preservatives or artificial ingredients.

- **Backyard Grilled:** Clean and lean flavor from a light vinaigrette style marinade with foundational flavors of garlic, onion and black pepper. Has a subtle hint of a light, sweet, smoky grilled flavor.
- **Crumb Coated:** A light, flaky, and crisp crumb breading with a rich and succulent flavor of natural juices supported by the foundational flavors of garlic, black pepper and onion.



Tyson® Red Label™
All Natural* Backyard
Grilled Filet



Tyson® Red Label™
All Natural* Crumb
Coated Boneless Wings

^{*}Minimally processed, no artificial ingredients.
^{**}Federal regulations prohibit the use of added hormones or steroids in chicken.
^{***}Datassential pricing study.



Tyson

Supplier Overview:

Tyson is the Best Western Food and Beverage Marketplace preferred partner for Poultry, Meats, and Bakery Goods. Tyson Foods, Inc. is a recognized market leader in chicken, beef and pork as well as prepared foods, including pizza crusts and toppings, tortillas and desserts. Tyson's purpose is to raise the world's expectations for how much good food can do. Tyson Foods is strong today and will lead for tomorrow by growing its portfolio of protein-packed brands such as Tyson®, Hillshire Farm®, Jimmy Dean® and State Fair® and delivering sustainable food at scale, driving growth through strong innovation and brand-building.

Program Benefits:

- Deviated pricing
- Rebates on core products
- Name brand products

Key Categories:

Poultry, Meats, Bakery Goods

Key Brands:



Supplier Website

www.tysonfoodservice.com

Distribution Source:

Products available through your endorsed primary distributor

Equipment:

Branded Merchandising Equipment available at <https://merchandising.tysonconvenience.com>

Get Started:

- If you are not Enrolled in the Best Western Food and Beverage Marketplace, simply call **877.755.7828** or register [here](#).
- If you're already Enrolled in the Best Western Food and Beverage Marketplace, learn how to create more value through the program with Tyson Foods and choose from one of the following options:
 - Call Customer Relations at 901.254.8445
 - Email Customer Relations at BestWestern.FB@bestwestern-marketplace.com
 - Order products directly from Sysco, US Foods or Food Services of America
 - Request a Supplier Connection online at the [Best Western Food and Beverage Marketplace Community](#)

Your Program Support:

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