



Alan Hilowitz  
Bonduelle Fresh Americas  
[newsroom@bfa.bonduelle.com](mailto:newsroom@bfa.bonduelle.com)  
+1.626.678.2222

## **Bonduelle Fresh Americas Expands Leadership in Fresh Prepared Meals with Introduction of Bonduelle Fresh Picked™ Salads in Canada**

*Bonduelle Plans to Significantly Grow the Approximately CAD\$24 Million Canadian Single-Serve Salad Market*

---

**Irwindale, Calif., and MONTREAL; Dec. 13, 2018** – Bonduelle Fresh Americas, formerly Ready Pac Foods, and a wholly-owned subsidiary of Bonduelle ([BON.PA](http://BON.PA)), today announced it will expand its leadership in the fresh prepared meals category, launching Bonduelle Fresh Picked™ salads in Canada. The new lineup will provide consumers with a convenient and nutritious meal without compromising taste. Each salad comes with farm-fresh leafy greens, seasoned meats, flavorful dressings and a variety of toppings such as cheese, veggies or crumbled bacon, making for a satisfying lunch.

Currently, Bonduelle Fresh Americas holds more than a 70 percent share of the US\$526mm single-serve salad market in the United States<sup>1</sup>. As Canadian consumers are looking for healthier, convenient meal options, Bonduelle is aiming to significantly grow the existing CAD\$24mm market for single-serve salads<sup>2</sup>. With culinary expertise and data-driven insights, Bonduelle Fresh Americas is bringing fresh meal solutions to the market crafted specifically for Canadian consumers' tastes, with complete proteins, like chicken, turkey, ham and cheese.

“Our commitment to understanding and meeting consumer needs and demands puts us in a unique position to excel when it comes to product innovation,” said Mary Thompson, Bonduelle Fresh Americas CEO. “Canadian consumers want more high-protein food options and Bonduelle Fresh Picked™ salads will make healthier meal solutions with complete proteins attainable for all.”

“The acquisition of Ready Pac Foods in the U.S. in 2017 has not only strengthened Bonduelle as a leader in the plant-based foods industry and the fresh category, but also its ability to efficiently reach more customers and consumers around the world,” said Daniel Vielfaure, Bonduelle Group Deputy CEO. “This expansion into Canada affirms the company’s ambition to be the world leader in well-living through plant-based foods.”

With high-quality ingredients, Bonduelle Fresh Picked™ salads are high in protein, clean label, with no artificial flavors and are crafted to satisfy cravings. The ready-to-eat bowls (fork included) conveniently come with all the fixings separated – so everything stays fresh and crisp until consumers are ready to enjoy.

---

<sup>1</sup> Nielsen Scantrack xAOC 52 Weeks Ending July 28 2018

<sup>2</sup> Nielsen Scantrack NATIONAL GB +DR +MM 52 Weeks Ending April 28 2018

Furthermore, Bonduelle Fresh Picked™ salads use the Fresh Air Seal™, a healthier, natural approach to keep fresh food fresher longer, extending the shelf life without preservatives. The process allows consumers the ability to confidently stock up in one trip to the grocery store for meals throughout the week.

Bonduelle Fresh Picked™ salads are available in five popular varieties: Caesar Salad with Chicken and Bacon, Greek Inspired with Chicken, Cobb Salad with Turkey and Bacon, Chef Inspired with Turkey and Ham, and Santa Fe Style. Consumers can find them now in the produce aisle of Loblaw stores – Loblaws, Zehrs, Provigo, Maxi & Cie and others – in Quebec and Ontario provinces, as well as in the Maritimes. For information about Bonduelle Fresh Picked™ salads, please visit [www.bonduelle.ca](http://www.bonduelle.ca).

For the past 50 years, Bonduelle Fresh Americas has maintained a longstanding history of innovation, including fresh-cut bagged salads in grocery stores, European salad blends, the triple wash process for greens and the first organic chopped salad kits on the market. Bonduelle Fresh Americas also created the single-serve salad category in the U.S. more than 17 years ago with their Bistro Bowl® brand and remains the market leader today.

###

#### **About Bonduelle Fresh Americas**

Bonduelle Fresh Americas is a wholly-owned subsidiary of Bonduelle ([BON.PA](http://BON.PA)), and home of the Ready Pac Foods brand. With four processing facilities throughout the U.S., the business unit focuses on fresh vegetables, salads and fresh meal solutions for the Americas. Acquired by Bonduelle in 2017 as Ready Pac Foods, the renamed Bonduelle Fresh Americas is the newest of the company's five business units. For more information, visit [www.readypac.com](http://www.readypac.com) or follow us on [Twitter](#), [Facebook](#) and [Instagram](#).

#### **About Bonduelle**

Bonduelle, a family business, was established in 1853. Its mission is to be the *world reference in well-living through plant-based food*. Prioritizing innovation and long-term vision, the Bonduelle Group is diversifying its operations and geographical presence. Its vegetables, grown over more than 130,000 hectares all over the world, are sold in 100 countries under various brand names and through various distribution channels and technologies. An expert in agro-industry with 54 industrial sites or owned agricultural production sites, Bonduelle produces quality products by selecting the best crop areas close to its customers. For more information, visit [www.bonduelle.com/en](http://www.bonduelle.com/en).