



FRESH CVP CHICKEN

Drive Profits With Bold Menu Claims

Ready to cook right out of the bag, pre-portioned Controlled Vacuum Packaged (CVP) chicken makes it easy to deliver great flavor, texture and tenderness.

Help Drive Traffic & Profits With **FRESH CHICKEN**



100% VEGETARIAN DIET WITH NO ANIMAL BY-PRODUCTS

Our superior feed features only the good stuff (like grains, corn and soybeans) to ensure a well-balanced diet and better-tasting chicken.



NO ANTIBIOTICS EVER

Not in the egg, not in the hatchery, not in the feed. Our chickens **NEVER EVER** receive any form of antibiotic at any life stage.



CLEAN LABEL

All PERDUE® HARVESTLAND® products are made with clean, simple ingredients.



INDUSTRY-LEADING ANIMAL CARE

We know exceptional animal care is at the core of high-quality products.



NO HORMONES, STEROIDS OR GROWTH-PROMOTING DRUGS

Federal law prohibits the use of added hormones and steroids in poultry.



HATCHED, RAISED & HARVESTED IN THE USA

Our USDA Process Verified Programs certify that our chickens are raised on American farms and stay in the USA through processing.

When it comes to quality, consumers are willing to pay more for products featuring menu claims that show transparency.

72%

of consumers are willing to pay more for chicken products with menu benefits/claims.¹

69%

of consumers state that seeing a chicken item with the No Antibiotics Ever claim on the menu would make them more likely to purchase it.¹

70%

of consumers across most segments would return to a location if its menu was upgraded with benefit-rich chicken items (organic, clean label, humanely raised, etc.).¹

YOU CAN CHARGE UP TO
\$2.03 MORE PER CHICKEN ENTRÉE

WHEN YOU UPGRADE TO
No Antibiotics Ever, All Vegetarian Fed chicken,

EARNING YOU AN EXTRA
\$1.22 PER PLATE.²

30 ORDERS/DAY = **\$36.60**

7 DAYS/WEEK = **\$256.20**

52 WEEKS = **\$13,322.40**



QUALITY, TASTE AND TENDERNESS

No-mess oxygen barrier bags lock in freshness, improve food safety and help extend shelf life.

- 18-Day Shelf Life[†]
- Halal Certified

SCAN OR TAP
for Available Products



MERCHANDISING: PerdueFoodService.com/Offers

ANIMAL CARE: Corporate.PerdueFarms.com/Responsibility/Animal-Care

CORPORATE RESPONSIBILITY: Corporate.PerdueFarms.com/Responsibility

Contact your Sales Representative for more information.

PerdueFoodService.com[®]

¹ Technomic, Perdue Premium Chicken Custom Study, 2026

² Datassential, MenuTrends YE Dec. 2025, based on median entree prices at independent restaurants

[†]Some products have a shorter shelf life. Contact your sales rep for more information.