



CHICKEN AND TURKEY

WITH POWERFUL MENU CLAIMS TO HELP ELEVATE PROFIT

NO ANTIBIOTICS EVER
100% VEGETARIAN DIET
CLEAN LABEL



Find more menu inspiration at COLEMANFOODSERVICE.COM

GREAT TASTE. GREATER TRANSPARENCY.

Chicken and Turkey with Menu Claims Crafted to Help Drive Higher Profit Margins.

Truly great food is about more than good taste. Today's consumers want food they can also feel good about ordering and enjoying. Our flavorful chickens and turkeys are raised to a higher standard and provide the profit-driving advantage claims you'll be proud to menu.

#1 "Clean label" is the most important poultry claim for consumers and the top claim for which they'll pay more.

76% of consumers would be MORE LIKELY to purchase a poultry item with the claim No Antibiotics Ever.²



NO ANTIBIOTICS EVER

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



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 and turkey.



CLEAN LABEL

Chicken products 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

We've never used them and never will.*



HATCHED, RAISED & HARVESTED IN THE USA

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



**OUR CHICKENS & TURKEYS
NEVER EVER RECEIVE ANY
FORM OF ANTIBIOTIC.**

PROTEINS FOR EVERY CONSUMER DEMAND

Some product codes available with additional menu claims, such as:

- **Certified Gluten-Free**
- **Halal Certified**
- **Lower Sodium**

SCAN OR TAP
for Available Products



Contact your Sales Representative for more information | COLEMANFOODSERVICE.COM

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

1. Datassential Proprietary Perdue Consumer Study, May 2022 2. Datassential Proprietary Perdue Consumer Study, May 2022