



## *Premium* LUNCHMEAT FOR THE MEAT WALL

*Great Tasting & Fresh*

"It is by far my favorite Smoked Honey Turkey product on the market."

– North Carolina Customer



*Favorite*

"My absolute  
favorite deli meat!"

– Binghamton, New York Customer



### ATTRACTING NEW SHOPPERS WHO:



Seek Quality  
and Value



Follow a High  
Protein Diet



Need Smaller  
Portions



Are Concerned with  
Rising Food Costs

### WHY CASTLE WOOD RESERVE®?

- Up to 11g Protein per Serving
- Made with Whole Muscle Meat
- No Artificial Flavors or Colors

- Gluten Free
- No MSG Added or Trans Fat
- No Nitrates or Nitrites Added

Except for that naturally occurring in celery powder or celery seed



# Same Great Lunchmeat NEW MORE SUSTAINABLE PACKAGING\*

NEW!  
— 8 oz —  
PACK SIZE

REMOVED  
75% OF VIRGIN PLASTIC  
MATERIAL FROM PRODUCTION

MADE WITH  
25% POST CONSUMER  
RECYCLED CONTENT

## PACKAGING ATTRIBUTES

- ✓ Display-ready packages & shipper
- ✓ Resealable packaging
- ✓ Clear film for optimal viewing
- ✓ Superior product presentation
- ✓ Easy color identification of flavor



\* Compared to our prior packaging

## NUTRITIONAL INFORMATION

PRODUCT NAME	SIZE	CALORIES	CALORIES FROM FAT	TOTAL FAT	CHOLESTEROL	SODIUM	CARBS	PROTEIN
Smoked Honey Turkey Breast	8 oz	60	10	1g	25mg	600mg	3g	9g
Oven Roasted Turkey Breast	8 oz	60	10	1g	25mg	590mg	1g	11g
Four Pepper Turkey Breast	8 oz	60	10	1g	25mg	590mg	1g	11g
Oven Roasted Chicken Breast	8 oz	60	10	1.5g	35mg	600mg	1g	10g
Uncured Honey Ham	8 oz	70	15	1.5g	25mg	580mg	4g	9g
Smoked Uncured Ham	8 oz	60	15	2g	25mg	570mg	1g	9g
Angus Seasoned Roast Beef	8 oz	70	20	2g	30mg	420mg	1g	11g

## WAREHOUSE INFORMATION

PRODUCT NAME	SIZE	PRODUCT	UNITS/ CASE	NET WT.	GROSS WT.	CASE DIMENSIONS	CUBE	TI X HI	UPC CODE	GTIN
Smoked Honey Turkey Breast	8 oz	130051583	10	5.625 lbs.	8.5 lbs.	17.375"L x 7"W x 6.625"H	0.466	14 x 8 (112 bx)	642205154449	10642205154446
Oven Roasted Turkey Breast	8 oz	130051585	10	5.625 lbs.	8.5 lbs.	17.375"L x 7"W x 6.625"H	0.466	14 x 8 (112 bx)	642205154432	10642205154439
Four Pepper Turkey Breast	8 oz	130053172	10	5.625 lbs.	8.5 lbs.	17.375"L x 7"W x 6.625"H	0.466	14 x 8 (112 bx)	642205154425	10642205154422
Oven Roasted Chicken Breast	8 oz	130053176	10	5.625 lbs.	8.5 lbs.	17.375"L x 7"W x 6.625"H	0.466	14 x 8 (112 bx)	642205154418	10642205154415
Uncured Honey Ham	8 oz	130051778	10	5.625 lbs.	8.5 lbs.	17.375"L x 7"W x 6.625"H	0.466	14 x 8 (112 bx)	642205154401	10642205154408
Smoked Uncured Ham	8 oz	130051587	10	5.625 lbs.	8.5 lbs.	17.375"L x 7"W x 6.625"H	0.466	14 x 8 (112 bx)	642205154395	10642205154392
Angus Seasoned Roast Beef	8 oz	130051589	10	5.625 lbs.	8.5 lbs.	17.375"L x 7"W x 6.625"H	0.466	14 x 8 (112 bx)	642205154388	10642205154385

Contact your Cargill sales representative for more information about Castle Wood Reserve®

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## Premium LUNCHMEAT FOR THE MEAT WALL



### Best Ham Ever!

"This is the only ham  
that my picky lunch meat  
eater will eat"

– Richmond, Virginia Customer

### Favorite

"I get this every week!  
My absolute  
favorite deli meat!"

– Binghamton, New York Customer

### Great Tasting & Fresh

"It is by far my favorite Smoked Honey Turkey product on the market."

– North Carolina Customer

## WHY CASTLE WOOD RESERVE®

- USA Made Deli Meat
  - Made with Whole Muscle Meat
  - No Artificial Flavors or Colors
  - Gluten Free
  - Up to 11g Protein per Serving
  - No MSG Added or Trans Fat
  - No Nitrates or Nitrites Added
- Except for that naturally occurring in celery powder or celery seed

## SHOPPER DEMOGRAPHICS<sup>1</sup>



High Household  
Income (over \$180K)



Age 43-58



Larger Household  
Married with Kids



Seeking Quality  
and Value for  
their Spend

<sup>1</sup>Source: Numerator Insights, Total Commerce Panel | Castle Wood Reserve Purchaser | 52 W/E 2/28/2023



## Same Great Lunchmeat NEW MORE SUSTAINABLE PACKAGING\*

REMOVED  
75% OF VIRGIN PLASTIC  
MATERIAL FROM PRODUCTION

MADE WITH  
25% POST CONSUMER  
RECYCLED CONTENT

### UNCHANGED PACKAGING ATTRIBUTES

- ✓ Display-ready packages & shipper
- ✓ Resealable packaging
- ✓ Clear lid for optimal viewing
- ✓ Superior product presentation
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\* Compared to our prior packaging

## NUTRITIONAL INFORMATION

PRODUCT NAME	SIZE	CALORIES	CALORIES FROM FAT	TOTAL FAT	CHOLESTEROL	SODIUM	CARBS	PROTEIN
Smoked Honey Turkey Breast	16 oz	60	10	1g	25mg	600mg	3g	9g
Oven Roasted Turkey Breast	16 oz	60	10	1g	25mg	590mg	1g	11g
Four Pepper Turkey Breast	16 oz	60	10	1g	25mg	590mg	1g	11g
Oven Roasted Chicken Breast	16 oz	60	10	1.5g	35mg	600mg	1g	10g
Uncured Honey Ham	16 oz	70	15	1.5g	25mg	580mg	4g	9g
Smoked Uncured Ham	16 oz	60	15	2g	25mg	570mg	1g	9g
Angus Seasoned Roast Beef	13 oz	70	20	2g	30mg	420mg	1g	11g

## WAREHOUSE INFORMATION

PRODUCT NAME	SIZE	PRODUCT	UNITS/CASE	NET WT.	GROSS WT.	CASE DIMENSIONS	CUBE	TI X HI	UPC CODE	GTIN
Smoked Honey Turkey Breast	16 oz	130051583	8	8 lbs.	8.5 lbs.	20.5"L x 7.125"W x 6.875"H	0.581	10 x 10	642205110476	10642205110473
Oven Roasted Turkey Breast	16 oz	130051585	8	8 lbs.	8.5 lbs.	20.5"L x 7.125"W x 6.875"H	0.581	10 x 10	642205110483	10642205110480
Four Pepper Turkey Breast	16 oz	130053172	8	8 lbs.	8.5 lbs.	20.5"L x 7.125"W x 6.875"H	0.581	10 x 10	642205110209	10642205110206
Oven Roasted Chicken Breast	16 oz	130053176	8	8 lbs.	8.5 lbs.	20.5"L x 7.125"W x 6.875"H	0.581	10 x 10	642205142378	10642205142375
Uncured Honey Ham	16 oz	130051778	8	8 lbs.	8.5 lbs.	20.5"L x 7.125"W x 6.875"H	0.581	10 x 10	642205110292	10642205110299
Smoked Uncured Ham	16 oz	130051587	8	8 lbs.	8.5 lbs.	20.5"L x 7.125"W x 6.875"H	0.581	10 x 10	642205110490	10642205110497
Angus Seasoned Roast Beef	13 oz	130051589	8	6.54 lbs.	7 lbs.	20.5"L x 7.125"W x 6.875"H	0.581	10 x 10	642205110285	10642205110282

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