



# BACON THE WRIGHT WAY.®

Meet unmatched demand with unmatched quality. **Wright**® Brand bacon helps offer you the solutions you'll appreciate and the taste customers absolutely love.

**WRIGHT**®  
BRAND BACON

**HAS GAINED MORE SHARE**

in past year than any other major branded competitor (up 1.0pts).<sup>1</sup>



severely over indexes in the  
**MID-SOUTH REGION**

(represents 20% and that is growing, up 2.4 share points).<sup>2</sup>

Has gained share YoY in

**81%** of all major markets in the US.<sup>1</sup>



**IS GROWING POUNDS VS YA**

in 70% of all major markets in the US.<sup>1</sup>



Contact your Tyson Foodservice Representative or visit [tysonfoodservice.com](http://tysonfoodservice.com) for product information, resources and market-relevant solutions backed by our trusted brands.



<sup>1</sup>Bacon – Retail and FS SMM and DMA Trends, FS = 12 periods ending April '22, Retail = 52 wks ending 5/21/22 | <sup>2</sup>FS Bacon – Category and WBB Regionality – May '22  
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