



Flavor and excitement
that's hard to contain.

Go beyond the expected with
sophisticated, protein-packed snacks.



HILLSHIRE[®]
— SNACKING —



Hillshire® Snacking Small Plates help you turn snacking into the sophisticated, on-the-go eating experience your customers are looking for. With 70% of consumers purchasing a snack at a retail outlet at least once a month, now is the time to elevate your grab-and-go selection.¹ Packed with 10 grams of protein or more and perfectly portioned with layers of thoughtfully inspired, multi-dimensional flavor—these combinations satisfy anyone looking to break away from routine snacking.



**80% OF CONSUMERS SNACK AT LEAST ONCE A DAY,
AND MANY REPLACE MEALS WITH SNACKS.²**

ELEVATED EATING ON THE GO

Hillshire® Snacking Small Plates create a sense of flavorful adventure—anytime, anywhere. Studies show that premium ingredients and single-serve packaging are important to consumers when making purchasing decisions.¹ And 51% of consumers are more willing to try a new flavor or ingredient in a small plate.³ Delight busy customers with an elevated snacking experience, infused with the unique ingredient combinations and distinctive textures they crave.

- ♦ Contemporary combinations of meat, cheese, and toasted rounds
- ♦ 10 grams of protein or more per package
- ♦ Convenient, single-serve packaging makes it ready to eat

INSPIRED PAIRINGS

These flavorful pairings are the perfect complement to any snacking moment. Add any of our inspired combinations to your grab-and-go selection for a truly elevated snacking experience.

HUNGERING FOR AN EXPERIENCE

Adults continue to seek high-protein snacks as part of a healthy lifestyle.⁴ But it doesn't stop with hunger and nutrition. Both men and women view snacking as a break from their day—suggesting that snacking is also about the experience it provides.⁵ Hillshire® Snacking combines the protein and unique flavors your consumers are looking for—all in one ready-to-serve snack.

ALREADY SATISFYING GROCERY CUSTOMERS

Hillshire® Snacking Small Plates have already shown strong awareness and repeat purchases in grocery—making them a perfect addition to your operation. Give customers the snacking experience they already know and enjoy.

- ♦ 60% awareness of Hillshire® Snacking⁶
- ♦ 49% of consumers buy Small Plates again⁷
- ♦ 76% would recommend to a friend⁶

SALAME SMALL PLATES



GENOA SALAME WITH WHITE CHEDDAR CHEESE

Mildly spiced salame with natural cheddar and toasted rounds.



ITALIAN DRY SALAME WITH GOUDA CHEESE

Slow-cured salame paired with smooth Gouda and toasted rounds.



HOT CALABRESE SALAME WITH GOUDA CHEESE

Hot and spicy salame with creamy Gouda cheese and toasted rounds.



WINE-INFUSED SALAME WITH WHITE CHEDDAR CHEESE

Savory, robust salame infused with white wine, paired with sharp white cheddar and toasted rounds.



PROSCIUTTO WITH WHITE CHEDDAR CHEESE

Thin-sliced prosciutto with creamy white cheddar cheese and toasted rounds.

MEAT AND CHEESE SMALL PLATES



CHIPOTLE CHICKEN BREAST WITH WHITE CHEDDAR CHEESE

—
All natural* chipotle chicken breast, natural* white cheddar cheese and toasted rounds.



PEPPERED TURKEY BREAST WITH HAVARTI CHEESE

—
Savory pieces of all natural* peppered turkey breast, natural* Havarti cheese with toasted rounds.



ROSEMARY TURKEY BREAST WITH GOUDA CHEESE

—
Tender pieces of all natural* rosemary turkey breast, Gouda cheese and toasted rounds.



SOPRESSATA SALAME WITH WHITE CHEDDAR CHEESE

—
Savory pieces of Sopressata salame, sharp white cheddar cheese and salted almonds.



SPANISH STYLE CHORIZO WITH MONTEREY JACK CHEESE

—
Tender pieces of all natural*, uncured chorizo, Monterey Jack cheese and salted almonds.



UNCURED PEPPERONI

—
All-natural* uncured pepperoni with natural white cheddar cheese and toasted rounds.



WHISKEY & BROWN SUGAR

—
Whiskey & brown sugar seasoned pork and Monterey Jack cheese.



SMOKY BOURBON

—
Smoky bourbon seasoned beef and Asiago cheese.



APPLE CHARDONNAY

—
Apple chardonnay seasoned pork with Gouda cheese.



*Minimally processed. No artificial ingredients.

ELEVATED SNACKING MADE SIMPLE

Hillshire® Snacking Small Plates offer a convenient, one-of-a-kind culinary experience that's ready for your grab-and-go case or micro market. Meet the demand for high-protein and high-quality flavor with a snacking adventure unlike any other.



| Old Code | Description | Case Pack | Shelf Life | Net Wt. (lb) | Nutr. Serving Size (g) | Cal (kcal) | Fat (g) | Chol. (mg) | Sod. (mg) | Carb. (g) | Prot. (g) |
|----------------------|---|------------|------------|--------------|------------------------|------------|---------|------------|-----------|-----------|-----------|
| 20181 10000020181 | Genoa Salame with Natural White Cheddar Cheese & Toasted Rounds | 12/2.76 oz | 120 days | 2.07 | 78 | 310 | 21 | 60 | 890 | 12 | 16 |
| 20182 10000020182 | Italian Dry Salame with Natural Gouda Cheese Small Plates | 12/2.76 oz | 120 days | 2.07 | 78 | 300 | 20 | 60 | 850 | 14 | 16 |
| 06479 10000006479 | Hot Calabrese Salame with Natural Gouda Cheese & Toasted Rounds | 12/2.76 oz | 120 days | 2.07 | 78 | 300 | 21 | 60 | 880 | 13 | 16 |
| 06480 10000006480 | Wine-Infused Salame with Natural White Cheddar Cheese & Toasted Rounds | 12/2.76 oz | 120 days | 2.07 | 78 | 300 | 21 | 60 | 870 | 13 | 16 |
| 04029 10000004029 | Prosciutto with Natural White Cheddar Cheese & Toasted Rounds | 12/2.4 oz | 120 days | 1.80 | 68 | 220 | 13 | 45 | 740 | 12 | 15 |
| 06245 10000006245 | All Natural Uncured Pepperoni with Natural White Cheddar Cheese | 12/2.76 oz | 120 days | 2.07 | 78 | 330 | 24 | 60 | 900 | 13 | 16 |
| 09350 10000009350 | Smoky Bourbon Seasoned Beef with Asiago Cheese | 12/2.00 oz | 90 days | 1.50 | 56 | 180 | 9 | 50 | 470 | 10 | 16 |
| 09352 10000009352 | Apple Chardonnay Seasoned Pork with Gouda Cheese | 12/2.00 oz | 90 days | 1.50 | 56 | 190 | 11 | 55 | 530 | 6 | 15 |
| 09354 10000009354 | Whiskey & Brown Sugar Seasoned Pork with Monterey Jack Cheese | 12/2.00 oz | 90 days | 1.50 | 56 | 190 | 11 | 50 | 450 | 7 | 15 |
| 06252 10000006252 | Sopressata Salame with White Cheddar Cheese & Salted Almonds | 12/2.80 oz | 120 days | 1.75 | 79 | 340 | 27 | 60 | 990 | 4 | 16 |
| 06253 10000006253 | All Natural Uncured Spanish-Style Chorizo with Natural Monterey Jack & Salted Almonds | 12/2.76 oz | 120 days | 1.75 | 79 | 350 | 29 | 60 | 970 | 6 | 14 |
| 20231 10000020231 | All Natural Chipotle Chicken with Natural White Cheddar Cheese & Toasted Rounds | 12/2.76 oz | 120 days | 2.07 | 78 | 230 | 13 | 45 | 650 | 13 | 16 |
| 20232 10000020232 | All Natural Rosemary Turkey Breast with Natural Gouda Cheese & Toasted Rounds | 12/2.76 oz | 120 days | 2.07 | 75 | 230 | 12 | 50 | 640 | 13 | 13 |
| 20235 10000020235 | All Natural Peppered Turkey with Havarti Cheese & Toasted Rounds | 12/2.4 oz | 120 days | 2.07 | 78 | 220 | 12 | 45 | 580 | 13 | 15 |

Contact your Tyson Foodservice Representative, Waypoint Broker Specialist, Distributor Sales Representative or visit tysonfoodservice.com for more information.



¹Technomic RMS Study 2017 | ²Technomic Snacking Consumer Trend Report, 2018
³Technomic 2017 Starters, Small Plates & Sides Consumer Trends Report | ⁴IRI POS, MULO, 52 Weeks ending 6/11/17. IRI CSIA, All Outlets, Week Ending 8/6/17 | ⁵Mintel Snacking in Foodservice Report - US - June 2017 |
⁶GfK Q4f 2017 Brand Health Tracker | ⁷Hillshire Snacking grocery purchasing data