

Bacon, Bacon, and more Bacon

October 2014

Red Arrow
Natural flavor, pure and simple.™

Pulled Bacon Hits Restaurants:



- **Description** - Whole cured and smoked slabs of bacon brined in apple cider and bourbon up to a week, braised pot-roast style, and hand pulled.
- **Flavor** - Indulgently rich, sweet, smoky and spoon-tender meat.
- **Applications** - Burgers, sandwiches, tacos and burritos, pizza and flatbreads, and a wide variety of shareable plates.



Bacon Jerky Sold in Retail:



- **Why** - Anything made with meat-especially bacon-that is convenient and packed with protein is hot right now.
- **Flavors**
 - Oscar Mayer introduced bourbon barbeque and teriyaki ginger in August 2014.
 - Slim Jim sells maple and hickory smoked.
 - Johnsonville sells applewood smoked.
 - Oberto sells jalapeno.

“Bacon is the ultimate savory ingredient that pairs best with sweeter items to bring out its woody, smoky flavor profile. Both chicken and bacon are fantastic venues for our applewood smoke flavor”, says Chef Chris Keegan, culinary research manager of Red Arrow Products.



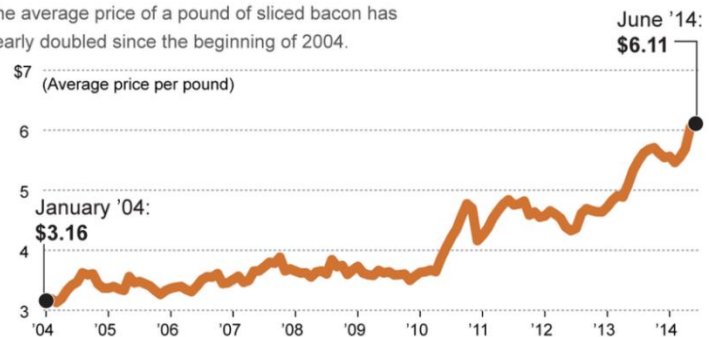
Despite the soaring prices, bacon sales climbed 9.5% to a record \$4 billion in 2013 – their highest price since 1988.

“Pork Bellies” has increased **358.3%** on U.S. menus from 2010-2014.

YEARLY CHANGE (penetration)				
2010	2011	2012	2013	2014
1.2%	2.0%	2.7%	4.3%	5.5%
Change:	1-year: 27.9%	4-year: 358.3%		

Bringing home the bacon

The average price of a pound of sliced bacon has nearly doubled since the beginning of 2004.



Most Popular Bacon Flavors on Menus

	ALL	SEGMENT			
		QSR	Midscale	Casual	Fine Dine
Bacon	68.4%	66.7%	61.3%	72.3%	76.9%
Smoked Bacon	15.9%	8.7%	11.4%	21.8%	30.9%
Turkey Bacon	10.8%	12.4%	13.7%	9.2%	3.6%
Canadian Bacon	10.6%	10.8%	12.6%	9.3%	10.8%
Applewood Bacon	3.0%	0.9%	2.1%	5.0%	5.4%
Hickory Smoked Bacon	2.1%	1.3%	2.2%	2.9%	0.9%
Wood Smoked Bacon	1.9%	0.5%	0.7%	3.2%	5.4%
Peppered Bacon	0.9%	0.3%	0.6%	1.3%	2.1%
Smokehouse Bacon	0.4%	0.2%	0.4%	0.7%	0.3%
Country Bacon	0.4%	0.1%	0.7%	0.4%	0.6%
Double Smoked Bacon	0.2%	0.0%	0.1%	0.4%	0.6%

