



# fresh thoughts

SWIFT & COMPANY'S NEWSLETTER

WINTER 2005

## “The Good Stuff” Is Back For Breakfast

*Consumer tests show preference for Swift Premium over competitors*

**S**tudies of consumers show us two things about their typical approach to breakfast: they eat it fast during the week, and they want to savor it on the weekend.

Taste tests performed with those same consumers tell us one other important thing: they don't want to compromise on taste. It's for those consumers who expect premium taste at breakfast that Swift & Company is introducing a line of fresh and fully-cooked breakfast meats made with only the highest quality Swift Premium pork and a special blend of spices – no fillers.

A highly recognized and valued brand name among breakfast meats consumers, Swift Premium has inspired strong



customer loyalty in the category. The energizing of the brand in the breakfast category already is drawing considerable retail interest. The first shipments of the new breakfast meats will begin arriving at customers the week of January 17.

For those with the time to savor the breakfast experience, we offer fresh Swift Premium Pork Sausage – in both “country” and “original” flavors – in 16-ounce

chubs. We also offer fresh Swift Premium Pork Sausage Links in 12-ounce packages of both country and original flavor.

When time is more of an issue – or when you're just in a hurry to sit down to a great-tasting breakfast – Swift & Company offers fully-cooked Swift Premium Pork Sausage Links. The 8-ounce resealable standup pouch holds 10 links in either original or country flavor varieties. *(continued on page 2)*

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# Consumer-Ready Beef Bonanza

Four new Swift offerings broaden retailers' options

**W**hen evaluating a beef roast or steak, consumers want convenience, a clear view of the product to feel confident they are buying a quality piece of meat, and a clue what to do with it. As the retailer, you want to give them all of those things, as well as have the shelf life to keep it more than a few days just in case the customer doesn't make the purchase decision until next week.

Enter Swift & Company.

Our new line of four popular consumer-ready items gives you the flexibility of additional display time – up to 28 days shelf life from date of pack – while offering your customers a delicious and attractive array of ready-to-cook beef products that come complete with their own preparation instructions:

- **Brisket (Flat Split)** – 2.25 to 3 pounds per roast
- **Back Ribs (Center Cut)** – 1.6 to 2 pounds per piece
- **Flank Steak** – 1.5 to 2 pounds per roast
- **Chuck Shoulder Tender**

(Teres Major)

– 1.5 to 2 pounds per roast

Features

of the new line of consumer-ready Swift beef offerings are:

1. **Choice/select option** – each

of the products is available in choice or select grades, clearly identified on the label for customer purchase decisions.



2. **Two or more cooking options** – each comes with at least two consumer-friendly preparation options clearly printed on the label.
3. **Attractive, case ready packaging** – all you need to do is weigh for pricing and they're ready to display. And the clear packaging gives customers confidence in their purchase.
4. **More tenderness** – the products are wet-aged, which makes them naturally more tender.
5. **Fewer food safety concerns** – Swift & Company has the highest food safety standards in the industry. We cut the product to be consumer-ready, which eliminates additional handling and opportunities for contamination.

To learn more about Swift's consumer-ready beef items, contact Tom LeBeau, director of Customer Education and Sales Projects, at 970-506-7723 or [Tom.Lebeau@Swiftbrands.com](mailto:Tom.Lebeau@Swiftbrands.com).

## Good Stuff *(from page 1)*

Fully-cooked Swift Premium Pork Sausage Patties are delivered in 9-ounce packages in both flavor varieties.

If you prefer bacon, Swift delivers delicious fully-cooked bacon from package to plate in seconds. Swift Premium Fully-Cooked Pork Bacon Strips come 15 strips per 2.2-ounce package in either original or maple flavor.

Now, back to those taste tests. Consumers we surveyed scored the Swift original flavor sausage link "significantly higher" in flavor when compared to Jimmy Dean's link, and significantly higher than Bob Evans' product in flavor, seasoning and "overall liking."

They also gave us a "thumb's up" on our original flavor fully-cooked bacon, rating it significantly higher than Jimmy Dean's in aroma, flavor and "overall liking."

"Bacon and sausage are only as good as the stuff they're made from," said Bill McClellan, vice president of Customer Development for Swift & Company. "That's why Swift Premium makes our sausage with only pure Swift Premium pork with no fillers added, and our bacon is made using the freshest, highest quality pork for indulgent bacon flavor."

For more information on Swift Premium breakfast meats, contact McClellan at 970-506-7723 or [Bill.McClellan@Swiftbrands.com](mailto:Bill.McClellan@Swiftbrands.com).

# Value-Added Production Goes Online at Greeley

**C**hanges at Swift & Company's Greeley (Colo.) beef processing plant are creating opportunities for us to provide our customers with new services and benefits.

The transition in December of the plant's second shift from first processing to value-added processing has created added flexibility for Swift to tailor services to the customer. For example:

- **One-stop-shopping** – the Greeley plant can now provide products from its current product line in addition to value-added products in a single shipment.
- **Food safety** – our ability to do further-processing in-line enables us to capitalize on the strengths of our Greeley beef plant – already recognized in the industry as a food safety leader. Doing all processing in the same plant reduces food handling and shipping, diminishing opportunities for potential food safety issues.
- **More choices** – the addition of value-added

products to Swift's repertoire gives you one more purchase option from a trusted source.

- **Longer shelf-life** – managing all processing under one roof eliminates unnecessary shipping, storage and

handling. The less time the product spends in transit gives you more time to market it.

For more details on Swift's value-added products, contact your sales representative. •

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It's Not Our Biggest Competitors That Keep Us Up At Night. It's Yours.

**ADVANTAGE**

Swift & Company

The people of Swift & Company burn midnight oil with one goal in mind: helping you get ahead. Putting you first is exactly how we became a leader in fresh and value-added meats in the first place – and how we've kept it up for 150 years. To put the Swift advantage in your corner, call Bill McClellan at 970.506.7723.

Swift & Company

# Adding Spice – And Speed – To La Herencia

**W**hen Swift & Company created the La Herencia™ line of meat products, it was designed to combine authentic Mexican cuisine with convenient preparation. Since then, our customers have spoken, telling us that there can never be too much of a good thing when it comes to convenience.

We've responded by making the LaHerencia line of products even easier to prepare and quicker to deliver from refrigerator to table.

Repackaged in new microwavable trays and easy-to-slide cover sleeves, the new La Herencia line makes these family favorites even more convenient. Now, consumers can take any of these authentic Mexican meats from refrigerator to the microwave to the dinner

table in minutes. And new on-pack recipes help consumers add their own special touches to mealtime.

Major retailers around the country will be receiving shipments of the enhanced La Herencia line in January.

For more details on Swift's fully cooked line of Pork Carnitas, Shredded Beef and Pibil Seasoned Pork, as well as fresh Chorizo, contact Tyler Brown at 970-506-8065,



or email him at [Tyler.Brown@Swiftbrands.com](mailto:Tyler.Brown@Swiftbrands.com).

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