



## MEDIA CONTACT

Jacob S. Shafer | Mann Packing Co., Inc.  
831-796-2663 | [Jacob.Shafer@MannPacking.com](mailto:Jacob.Shafer@MannPacking.com)

## FOR IMMEDIATE RELEASE

### MANN'S TO SHOWCASE PRODUCT INNOVATION AND ORGANICS AT PMA

Mann's Nourish Bowls™ are finalists for the PMA Impact Award: Excellence in Packaging

**SALINAS, CA – October 6, 2016** – [Mann Packing](#) will feature the newest addition to its award-winning Nourish Bowls line, new packaging for Mann's Culinary Cuts®, the 25<sup>th</sup> anniversary of Broccoli Cole Slaw as well as the company's line of organics in booth #1029 at PMA Fresh Summit in Orlando.

Mann's Nourish Bowls™ are a finalist for the PMA Impact Award: Excellence in Packaging. Nourish Bowls are capitalizing on the popularity of bowl-based meals with diverse and ethnic flavor profiles found in foodservice. Mann's recently launched its Cauli-Rice Curry bowl, which offers a flavorful mix of finely chopped cauliflower, chickpeas, and savory vindaloo-style curry sauce to join its existing line of Nourish Bowls that includes Smokehouse Brussels, Monterey Risotto, Sesame Sriracha and Southwest Chipotle. Since launching this past April, Nourish Bowls have gained over 12,000 points of distribution, delivering strong margins and brisk velocity to retailers.



The company also announced newly designed packaging for the two original products in its award-winning Mann's Culinary Cuts® line. The new steam-ready bags for the Sweet Potato Ribbons and Butternut Squash Zig Zags unifies the line that now includes Shaved Brussels Sprouts, Cauliflower Caulilettes® and Broccoli Clovers. All five products launched in U.S. and Canadian markets with the new look earlier this month. The products, along with recipes, photos and videos can be seen at [culinarycutsclub.com](http://culinarycutsclub.com).



Mann's has redesigned packaging for its Broccoli Cole Slaw to reflect the 25<sup>th</sup> anniversary. Power Blend and Rainbow Salad packaging was also redesigned to create a Veggie Slaw destination in the value-added produce section.

The theme of the 25th anniversary celebration is honoring both the company's past and the creativity of their consumers who cook with the product. Through the end of the year, there will be special opportunities to commemorate Broccoli Cole Slaw including a [Girlfriends Guide](#), trade ads, the aforementioned newly designed packaging and declaring September



Broccoli Cole Slaw month (#BrocSlaw25). The celebration continues at PMA with anniversary cupcakes, photo booth fun and giveaways in the Mann's booth.

Also on display in the company's booth will be Mann's full line of organic produce including Organic Broccoli & Carrots, Organic Broccoli Cole Slaw, Organic Broccoli Florets, Organic Vegetable Medley, and an Organic Vegetable Tray.



For more information about Mann Packing, visit [veggiesmadeeasy.com](http://veggiesmadeeasy.com).

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### **About Mann Packing Company**

Founded in 1939, Mann Packing is an industry leading, third-generation supplier of premium fresh vegetables. Headquartered in Salinas, California, Mann's is one of the largest suppliers of western vegetables, Broccolini® and sugar snap peas in North America. The firm holds the distinguished Women's Owned Business Certification from the Women's Business Enterprise National Council - the most widely recognized and respected certification in the United States for women's business enterprises. Leading the way in product innovation, environmental sustainability and green supply chain management practices, Mann Packing is consistently vigilant in food safety, employee wellness and quality assurance, making for one of the most trusted brands in the industry.