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FOR IMMEDIATE RELEASE

## MANN PACKING WINS EDISON AWARD FOR ITS CULINARY CUTS® LINE

Innovative line recognized for its concept, value, delivery, and impact

**SALINAS, Calif. – April 24, 2017 – Mann Packing** announced its **Culinary Cuts** line has been selected as a winner for a 2017 Edison Award for Innovation in the Food & Beverage category. The **Edison Awards™** is an international contest recognizing innovative achievements across industries. Originally established in 1987 by the American Marketing Association, but an independent organization since 2008, the Edison Awards have recognized and honored some of the most innovative products and business leaders in the world and is among the most prestigious accolades honoring excellence in new product and service development, marketing, design and innovation.

Mann's Culinary Cuts is a revolutionary line of fresh vegetables cut into distinctive shapes. The convenient vegetables are perfect for a pasta swap, are trending, and free from preservatives and gluten. The product line, which includes Cauliflower Cauliettes®, Shaved Brussels Sprouts, Sweet Potato Ribbons, and Butternut Squash Zig Zags, are washed and ready-to-eat and versatile enough for multiple uses such as side dishes, stir-fry's, appetizers, desserts and casseroles.

Culinary Cuts are the first veggie pasta swap products available nationwide and are backed with promotions and merchandising support to educate consumers and spur sales. The Butternut Squash Zig Zags and Sweet Potato Ribbons are two of the fastest selling branded squash and sweet potato items where sold – *AC Nielson 13 W/E\_07/30/16*.



"We are honored to be an Edison Award recipient for 2017," said Gina Nucci, director of corporate marketing at Mann's. "The quality of the companies at this event really demonstrates that businesses of all sizes are pushing forward in creative ways to meet consumer demands and maximize returns," added Nucci. "Mann's has always tested the boundaries in produce and to be recognized with this award is an affirmation of our spirit for innovation."

The Edison Awards recognizes innovators in Applied Technology, Health & Wellness, Consumer Goods, and Energy & Sustainability, among others. To learn more about the awards and see a complete list of winners, visit: [edisonawards.com/winners2017](http://edisonawards.com/winners2017).

For more information on Mann's Culinary Cuts, visit [culinarycutsclub.com](http://culinarycutsclub.com) and to see the company's full line of products, 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.