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FOR IMMEDIATE RELEASE

MANN'S LAUNCHES NEW FRESH LEAF FARMS™ BRAND

Salinas, Calif. – October 11, 2016 – Mann Packing today introduced the company's new Fresh Leaf Farms brand and logo for its leaf lettuce line. Previously under the Simply Singles® banner, the new brand reflects the evolution of the company and its vision for further innovation.



Fresh Leaf Farms represents the company's successful and ongoing expansion beyond its heritage as a core vegetable producer. The product line of single-cut leaf lettuces includes Better Romaine™, Better Green Leaf™, Better Red Leaf™, and the company's proprietary Better Burger Leaf®.



The line of better-for-you lettuces are hand cut in the field, convenient and multi-use, washed and ready to use, preservative free and verified non-GMO. The newly modified atmospheric tray allows for a fresher product throughout its 16-18 day shelf life.



The new Fresh Leaf Farms logo and freshleaffarms.com website evoke the quality customers have come to know of Mann's products. The white palette and chalkboard styling is on trend and approachable, characterizing Mann's innovative culture, and the new typeface lends a modern, clean look that demonstrates the company's focus on sustainability and commitment to providing fresh vegetables made easy.

"It's a very exciting time here at Mann's, and Fresh Leaf Farms is a great showcase of our enthusiasm for innovation," said Gina Nucci, director of corporate marketing. "This brand transformation better represents where we are as a company today and what we have in store for the future." Nucci adds, "Mann's remains committed to expanding our offerings, pushing into new markets, and providing our customers with fresh solutions."

The new Fresh Leaf Farms Single Cut™ line is available to U.S. customers and will be showcased during PMA Fresh Summit at Mann's booth #1029 in the Grower Shipper Association of California's Pavilion.

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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.