



## 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 PACKING INTRODUCES SINGLE-CUT LEAF LINE TO CANADA

Salinas, Calif. – April 18, 2017 – Today, [Mann Packing](#) introduced the company's new leaf lettuce line to Canadian markets. Previously under the Simply Singles® banner, the new Single Cut™ line includes Better Romaine™, Better Green Leaf™, Better Red Leaf™, and the company's proprietary Better Burger Leaf™ lettuces.



The Better Burger Leaf is perfect for sandwiches, burgers and wraps. It has the crunchy texture of iceberg lettuce with the frilly appearance of green leaf. The Better Romaine, Better Green Leaf and Better Red Leaf can easily be chopped for salads or used whole in a variety of dishes.

The hand-cut leafy lettuces fit perfectly in a newly modified atmospheric tray, which allows for fresher product throughout its 16-18 day shelf life. For fresher flavor, the whole line of better-for-you lettuces are washed and ready to use, convenient and multiuse, preservative free and verified non-GMO. All lettuces are grown on a family farm in the U.S.

The new labels for each of the single-cut whole leaf products bear the Mann's logo, are similar in design, and use color to differentiate each variety. The color palette and typeface are approachable and appeal to millennial consumers. On the back of each label consumers will find simple preparation and usage suggestions.

Mann's value-added lettuces are ideal for cross-promotions and multi-location merchandising. The line can be merchandised directly next to other leafy greens, premium leaf and whole head lettuce sets, a refrigerated end-cap, or free standing refrigerated island for higher visibility.

“We’re thrilled to offer our single-cut leaf line to Canadian customers,” said Gina Nucci, director of corporate marketing. Nucci added, “Responding to consumers’ demand for fresh options, this line was developed to deliver variety, value and the quality Mann’s is known for. We are excited and optimistic to introduce these products, and look forward to an enthusiastic consumer reaction.”

The new Single Cut™ line is available now to Canadian customers and will be showcased at [CPMA](#), May 9-11, in booth #1320.

###

### **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.