



MEDIA CONTACT

Jacob S. Shafer | Mann Packing Co., Inc.
831-796-2663 | Jacob.Shafer@MannPacking.com

FOR IMMEDIATE RELEASE

MANN PACKING TO PARTNER WITH CALIFORNIA WALNUTS

Company to employ IRC's, recipe sampling in summer

SALINAS, Calif. – July 14, 2017 – [Mann Packing](#) announced today a partnership with the [California Walnut Board](#) for two of its innovative Vegetable Slaw Blends: [Power Blend](#) and [Kale Beet Blend](#).

The promotion includes \$1.50 off per pack of slaw when any 7.5oz or larger package of California walnuts is purchased. The promotion will run for two weeks from the end of July through mid-August.



“Recognizing California walnuts’ versatility and variety of health benefits, a partnership featuring our slaw blends is a wonderful opportunity to boost summer sales,” said Gina Nucci, director of corporate marketing at Mann’s. “Mann’s is committed to collaborating and creating a synergy with organizations like the California Walnut Board, and we look forward to working with them to complement each other’s strengths,” she added.

California Walnuts was established in 1948 and represents over 4,800 walnut growers and more than 90 walnut handlers in California. One of the Board’s key efforts is promoting the usage of walnuts across the U.S. through advertising, publicity and educational programs.

“Walnuts are a perfect ingredient for summer salads and we are delighted to partner with Mann Packing on this Summer Slaw promotion,” said Michelle Connelly, executive director of the California Walnut Board. “Additionally, the combination of these superfoods packs a delicious punch of nutrition.”

Additional promotions will be available at Safeway, Albertsons, Meijer, Wakefern, Raleys, Schnucks, and Giant Eagle, among others.

For more information on Mann's products, including where to find its products, visit veggiesmadeeasy.com.

###

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.