



## MEDIA CONTACT

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## MANN PACKING ROLLS OUT “NEW YEAR, NEW YOU” PROMOTIONAL CAMPAIGN WITH A VEGGIE SLAW BLENDS IRC AND NEW RD PARTNERSHIPS

**SALINAS, Calif. – December 26, 2017 – Mann Packing** is committed to revolutionizing the way people think about fresh veggies, and with its “New Year, New You” promotional campaign, the company is doing just that. With an IRC on its award-winning [Veggie Slaw Blends](#), and newly formed partnerships with Registered Dietitians across the U.S. and Canada, the company aims to shine the spotlight on its fresh vegetable products by promoting healthy eating with great ideas and delicious products.

The new IRC offers \$1.50 off when consumers purchase any two Mann’s Veggie Slaw Blends. Specially marked packages will be available on shelf mid-January through early-February in the U.S.



To further support, Mann’s has partnered with Registered Dietitians across social media and RD networks, including RD Blogger Influencers, to reach up to five million followers.

“We’re passionate about providing consumers with better-for-you veggie options, and we recognize that people are especially mindful of their diets around the New Year,” said Gina Nucci, Mann’s director of corporate marketing. “Our New Year, New You campaign empowers consumers to easily identify and use our products, taking full advantage of the health benefits and convenience Mann’s is known for.”

As part of the campaign, Mann’s products will also be featured in TV segments focused on healthy eating, wellness magazines, and social media channels throughout January. Additionally, the company has secured an exclusive

sponsorship of the [Fit Foodie Run](#) event in San Diego, as well as three other Fit Foodie Festival events across the U.S.

For more information on Mann's, including where to find its products, visit [veggiesmadeeasy.com](http://veggiesmadeeasy.com). To see recipes, images and more, visit the company's social media channels including [Twitter](#), [Facebook](#), and [Instagram](#).

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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.