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## **MANN PACKING UNVEILS <sup>®</sup>REAL MANN'S BROCCOLINI<sup>™</sup> CAMPAIGN TO EDUCATE AND PROTECT TRADEMARK AMID GROWING POPULARITY**

*Leading packaged vegetable supplier launches multi-platform educational initiative to correct the misuse of its BROCCOLINI<sup>®</sup> trademark on restaurant menus and baby broccoli packaging and reinforce Mann Packing's BROCCOLINI trademark.*

**GONZALES, Calif. (April 25, 2024)** — [Mann Packing Co., Inc.](#) – a subsidiary of Fresh Del Monte Produce Inc., and one of the largest suppliers of packaged vegetables in North America – is launching [Real Mann's Broccolini<sup>™</sup>](#), an informational campaign to educate consumers, chefs, and restaurateurs about the trademark status of the term Broccolini<sup>®</sup> and to protect the company's trademark for its baby broccoli – the first of its kind worldwide, with a distinctive taste and texture.

"The term Broccolini<sup>®</sup> is more than just a name to us — it's a symbol of our company's commitment to quality and innovation," said Melissa Mackay, Vice President of Marketing, Fresh Del Monte N.A. "We helped develop Broccolini<sup>®</sup> baby broccoli more than a quarter of a century ago as a broccoli and Chinese kale hybrid from an exclusive seed that produces long, tender, and edible stems which you simply can't get anywhere else."

Baby broccoli is growing in popularity as a side dish among chefs and tastemakers at upscale restaurants and trendy eateries across North America. While the menus at many of these establishments offer a range of entrees that are designated as "*with broccolini*," there is little evidence they are serving actual Broccolini<sup>®</sup> – the trademark for a proprietary type of baby broccoli created over 25 years ago by Sakata Seed Company for Mann Packing Co., Inc. Many U.S. restaurants simply list "broccolini" on the menu, without attributing the correct brand name and trademark that lets customers know they're getting the real product — and not an inferior baby broccoli with a bitter taste, stringy stalk and hard texture.

Broccolini<sup>®</sup> baby broccoli is a natural hybrid of broccoli and Chinese kale (gai lan), which debuted in 1998 as a new vegetable grown exclusively by Mann Packing Co. after an eight-year development period. With a sweeter and milder flavor than regular broccoli, Broccolini<sup>®</sup> baby broccoli is 100 percent edible from flower to stem, making it a great choice for taste and to reduce food waste.

The company will support its **Real Mann's Broccolini**<sup>™</sup> initiative with robust social media programs, PR and advertising campaigns, and a dedicated [landing page](#) that informs both the restaurant industry and consumers about what sets Broccolini<sup>®</sup> baby broccoli apart from anything else on the market.

“While this campaign is intended as an educational opportunity to remind the foodservice industry that our product name cannot legally be used generically, we are serious about protecting our trademark,” explained Mackay. “It’s important for consumers to understand the Broccolini<sup>®</sup> difference and know that the name matters. If restaurant menus are not accurately referring to the product by name, it can be misleading to customers who expect a certain level of flavor and quality.”

To learn more about Broccolini<sup>®</sup> baby broccoli and the **Real Mann's Broccolini**<sup>™</sup> initiative, please visit [www.veggiesmadeeasy.com/real-manns-broccolini/](http://www.veggiesmadeeasy.com/real-manns-broccolini/).

For more information on Mann Packing Co., including products and recipes, please visit [www.veggiesmadeeasy.com/](http://www.veggiesmadeeasy.com/).

#### **ABOUT MANN PACKING CO., INC.**

Founded in 1939 and headquartered in Gonzalez, CA, Mann Packing Co., Inc. is one of the largest suppliers of packaged vegetables, BROCCOLINI<sup>®</sup> baby broccoli, and MANN<sup>™</sup> sugar snap peas in North America. In 2018, Mann Packing was acquired by Fresh Del Monte N.A., Inc. Today, operating as the Fresh Del Monte vegetable division, Mann Packing continues to lead the way in product innovation. Mann Packing is consistently vigilant in food safety, employee wellness and quality assurance, making for one of the most trusted brands in the industry.

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