

# Meeting the Demand for **CASE READY**

Case ready meat offerings are a rapidly growing segment of the meat industry.



## **5TH** CASE READY FACILITY

Eagle Mountain joins existing Tyson Fresh Meats strategic case ready plant locations.

### STATE-OF-THE-ART

Eagle Mountain boasts:



Pre-packaged with consistent sizes, cuts and weights ideal for online shopping



Space for innovation



Latest technology



Automation

### MEETS SPECIFIC NEEDS OF WEST COAST CONSUMERS

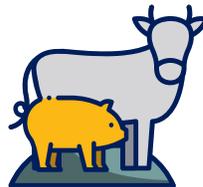


- All-natural products
- Competitive delivered prices



**71%** of West Coast consumers purchase meat online<sup>1</sup>

## More product, more places, **MORE CUSTOMERS**



### INVESTING IN THE FUTURE OF FRESH: EAGLE MOUNTAIN PLANT

Tyson Fresh Meats' **\$300 MILLION** Case Ready Facility in Eagle Mountain, Utah

- Produces beef, pork and grinds
- North America's largest case ready facility
- Proximity to West Coast easily services all major Western markets

Will increase Tyson Fresh Meats' total case ready capacity by nearly **24%**

### Case Ready At A Glance



#### ADVANTAGES FOR RETAILERS

- Decreases need for skilled labor
- Facilitates merchandising meat online
- Reduces fresh meat shrink
- Perfect fit for e-commerce



#### ADVANTAGES FOR SHOPPERS

- Products stay fresher longer
- More in-stock products to choose from
- Increased food safety from minimal product handling

## START THE CONVERSATION

Contact your local Tyson Fresh Meats representative today or visit: [TysonFreshMeats.com](https://TysonFreshMeats.com)



FRESH MEATS TEAM

<sup>1</sup>Midan Marketing, Internal Research Findings, 2021