

Label



go ahead,
put a label on us.



RIVER RANCH PRIVATE BRAND PROGRAMS

RIVER
RANCH



Retailer Advantages

- » For customer loyalty and category growth, trust River Ranch to develop a Private Brand program that delivers
- » Most complete salad product line available
- » Customized programs and proprietary packaging and blends
- » Store Brand salads up 27.8%, National Brand salads up 2%*
- » PL Buyer Colonel Award for Produce 2005-2008

PREMIUM BLENDS

Baby Spinach & Romaine
Baby Spinach & Butter Lettuce
Iceberg, Romaine & Green Leaf
Garden Supreme with Ribbon Carrots
Green Leaf Blend - Green Leaf, Frisée, Carrots, Radicchio
Iceberg Blend - Iceberg, Green Leaf, Romaine, Carrots
Harvest Romaine - Romaine, Carrots, Red Cabbage
Italian-Style Blend - Romaine, Radicchio, Endive
Leafy Romaine - Romaine, Green Leaf, Endive
Romaine, Green Leaf & Butter
Romaine, Spinach, Radicchio, Endive
Riviera Blend - Butter Lettuce, Radicchio
Springtime Spinach - Baby Spinach, Baby Lettuces, Greens
Spring Mix
Veggie Deluxe - Iceberg, Romaine, Carrots, Red Cabbage, Snap Peas, Radicchio

BASIC SALADS

Angel Hair Cabbage
Chopped Iceberg
Shredded Iceberg
Shredded Carrots
Shredded Red Cabbage
Select Spinach
Whole Romaine Hearts

BOWLS & TILLS

Classic Caesar Salad Bowl Kit
Balsamic Salad Bowl Kit
Honey Dijon Salad Bowl Kit
Tangy Bacon Salad Bowl Kit
Baby Spinach Till
Baby Spinach and Spring Mix Till
Spring Mix Till

GARDEN BLENDS

Classic Garden - Iceberg, Carrots, Red Cabbage
Greener Garden - Iceberg, Romaine, Carrots, Red Cabbage
Romaine with Radicchio
Romaine & Iceberg Blend
Asian Blend - Green Cabbage, Romaine, Iceberg, Carrots, Snow Peas, Red Cabbage
American-Style Blend - Iceberg, Romaine, Carrots, Red Cabbage, Radish
European-Style Blend - Iceberg, Romaine, Radicchio, Endive
Broccoli Slaw - Broccoli, Carrots, Red Cabbage
Two-Color Cole Slaw Mix - Green Cabbage, Carrots
Three-Color Cole Slaw Mix - Green Cabbage, Carrots, Red Cabbage

PREMIUM SALADS

Chopped Romaine
Shredded Romaine
Chopped Green Leaf
Chopped Boston Lettuce
Tender Baby Spinach
Microwaveable Spinach
Premium Trimmed Spinach

SALAD KITS

Romaine with Caesar Dressing
Romaine with Lite Caesar Dressing
Raspberry Vinaigrette Salad Kit
Asian Blend with Sesame Ginger Dressing
Green Leaf with Balsamic Dressing
Romaine & Spinach Blend with Honey Dijon Dressing
Broccoli Salad with Sweet Slaw Dressing
Iceberg & Romaine Blend with Salsa Ranch Dressing
Cole Slaw mix with Homestyle Dressing
Baby Spinach with Sweet Bacon Dressing

* AC Nielsen facts on Private Brand 52 weeks ending 9/20/2008