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Refrigerated Pourable Salad Dressing

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Fresh Cut Salad

Fresh Lettuce (Bagged)

Refrigerated Salad/Coleslaw

Fresh Spinach (Bagged)

BRAND SALES OF SALAD DRESSING

Shelf-stable Pourable Salad Dressing

Refrigerated Pourable Salad Dressing

Dry Mix Salad Dressing

Shelf-stable Coleslaw Dressing

MAJOR PLAYER PROFILES

Fresh Express Co. (Performance Food Group)

Dole Packaged Foods Company

Ready Pac Produce Inc.

Kraft Foods, Inc.

Unilever

Clorox Company

Lancaster Colony Corporation (T. Marzetti Co.)

Morningstar Farms (Dean Foods Company)

Litehouse, Inc.

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Organics Continue to Generate Interest

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Bagged salads

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A \$5 Billion Bagged Salads and Salad Dressing Market

Four Salad Segments and Four Dressing Segments

Packaging Helps to Bring Freshness and Convenience

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Organics Still Popular

Major Manufacturers/Processors of Salads and Salad Dressings

Supermarkets Dominate Distribution Channels

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Four Salad Segments Balance Four Dressing Segments

Fresh Cut Salad (Packaged)

Impact of IRI Adjustments

Fresh Lettuce (Bagged)

Impact of IRI Adjustments

Refrigerated Salad/Coleslaw

Impact of IRI Adjustments

Fresh Spinach (Bagged)

Impact of IRI Adjustments

Shelf-stable Pourable Salad Dressing

Impact of IRI Adjustments

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Impact of IRI Adjustments

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Impact of IRI Adjustments

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Bagged salads and salad dressing

Bagged salads

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