



# Lindsay® Olives Product Portfolio

## California Black Ripe Olives

<u>Product Group</u>	<u>Items</u>	<u>Consumer Usage</u>	<u>Category Dynamic</u>	<u>Tie-In Opportunity</u>
<b>Pitted Manzanilla</b> 	Small 6oz Medium 6oz Large 6oz Extra Large 6oz Low Sodium 6oz*	-Recipes -Appetizers -Snacking	-Volume Driver -Highly Promoted -Ad &/or Display	Tie-Ins with Related Items / Meal Solutions
<b>Pitted Sevillano</b> 	Jumbo 5.75oz Colossal 5.75oz	-Entertaining -Stuffed and Unstuffed Appetizers	-Diminished Availability -Low Price Elasticity -TPRs	Party Planning Events
<b>Sliced &amp; Chopped</b> 	Sliced 2.25oz Sliced 2.25oz w/Jalapeno* Sliced 3.8oz Sliced 6.5oz Chopped 4.25oz	-Recipes -Pizza -Pasta -Salads -Sandwiches -Casseroles	-Volume Driver -Lower Price Elasticity -TPRs	Summer Salad Events
<b>Lindsay Naturals</b> 	Green Ripe 6oz* Black Ripe 6oz* Blk Ripe Sliced 3.8oz*	-Appetizers -Snacking -Recipes	-Innovation -Healthy Eating -Low Price Elasticity -TPRs -Awareness Vehicles	-Healthy Eating -Earth Day
<b>Lindsay Recloseables</b> 	Extra Large 5oz Small 5oz Sliced 5.5oz	-Meal Assembly -Snacking	-Innovation -Convenience -TPRs -Awareness Vehicles	Picnic Tie Ins



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## Spanish and Specialty Olives

<u>Product Group</u>	<u>Items</u>	<u>Consumer Usage</u>	<u>Category Dynamic</u>	<u>Tie-In Opportunity</u>
<b>Spanish Manzanilla</b> 	Manz 3oz Manz 5oz Manz 5.75oz Manz 7oz Manz 10oz Manz 21oz	-Entertaining -Appetizers -Snacking	-Volume Driver -Highest Promoted Levels -Ad / TPRs	-Party Planning Events
<b>Spanish Queens</b> 	Queen 7oz Queen 10oz Queen 21oz Whole 5oz	-Entertaining -Cocktails -Appetizers -Snacking	-Increased Dollar Ring -Low Price Sensitivity -TPRs	-Beverage Tie-ins
<b>Spanish Sliced &amp; Salad</b> 	Sliced 5.75oz Sliced 10oz Broken 15oz	-Recipes -Salads -Pizza -Pasta	-Lower Price Sensitivity -TPRs w/ 5.75oz Manz	-Summer Salad & Recipe Events
<b>Spanish Stuffed Queens</b> 	Garlic 4.5oz Jalapeno 4.5oz Almond 4.5oz Onion 4.5oz	-Entertaining -Appetizers -Snacking -Cocktails	-Increased Dollar Ring -Low Price Sensitivity -TPRs -Trial & Awareness	-Party Tie-Ins
<b>Kalamatas</b> 	Pitted 6oz Whole 7oz	-Recipes -Salads -Pizza -Pasta -Snacking	-Increased Dollar Ring -Low Price Sensitivity -TPRs -Trial & Awareness	-Greek Cuisine Meal Solutions