



WHO WE ARE

Indiana Kitchen is a real Indiana company that's surrounded by family farmers we partner with to provide you with the freshest, most flavorful pork products on the market.

“Being a mom, knowing where our pork comes from is very important to me.”

—Missy Bouse
Indiana Kitchen Farmer



Find out why, for bacon and other pork products, so many people are saying,

“MY BRAND IS INDIANA...”

visit

IndianaKitchen.com

The 'Kitchen'
Just Keeps Heating Up!

Bacon dollar sales up again—
+33% and still one
of the fastest
growing brands in the Midwest!

(over the 52 weeks ending 1/24/21, IRI)



OUT OF THE MOUTH OF CONSUMERS:



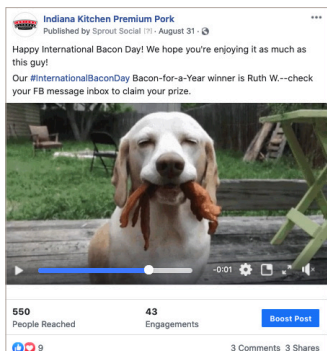
Source: Brand Health Report, Brand IQ Third-party research February 2017

ALWAYS-ON SOCIAL MEDIA CONTENT IS BUILDING A LOYAL FOLLOWING IN KEY MARKET REGIONS

OVER **TWO** MILLION IMPRESSIONS

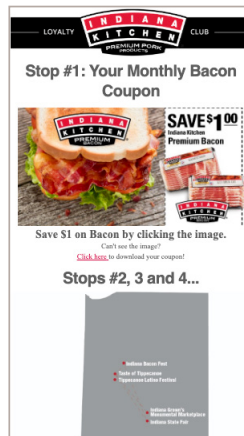
Social and digital content aims to inform and inspire, keeping Indiana Kitchen top-of-mind for consumers and converting customers into long-term fans.

- Weekly recipe posts drive traffic to website and motivate increased usage across product line
- Monthly coupon offers promote retail sales
- Contests and giveaways drive traffic to website



DRIVING CONSUMERS TO RETAIL STORES BY SENDING MONTHLY LOYALTY CLUB EMAILS

Monthly Loyalty Club emails and social media ads send print-at-home coupon offers to Indiana Kitchen fans and interested foodies.



21+ THOUSAND SUBSCRIBERS



TAKING INDIANA KITCHEN ON A ROAD TRIP ALL SUMMER LONG



BLUE JEAN BALL (VIRTUAL) [MAY]

Indiana Kitchen is slated to sponsor for the 9th annual Blue Jean Ball. This annual fundraising dinner for Food Finders Food Bank in Lafayette, IN, offers critical support for the organization's mission to combat hunger across north-central Indiana. As a sponsor, Indiana Kitchen may offer a brief presentation and items for the virtual auction/virtual event. This partnership also includes product contributions to Food Finders Food Bank throughout the year.



*Dates are subject to change**



SPORTS SPONSORSHIPS | Q1 2022

Building the brand in home markets through beloved sports programs

IF YOU BUILD IT THEY WILL COME



Lafayette Aviators Baseball : June

As sponsor of the Lafayette Aviators, Indiana Kitchen generates numerous brand exposures among baseball fans in the Lafayette community. A popular outing for families, the newly renovated Loeb Stadium includes 150% more seating capacity to now accommodate more than 2,000 fans per event.



MEDIA EXPOSURE

In-stadium Signage | Event Programs | Social Media

IN-STADIUM SIGNAGE



COMING Q2:





ROBUST RETAIL MARKETING SUPPORT

CUSTOMIZED RETAILER MARKETING SUPPORT AVAILABLE FOR NATIONAL AND LARGE TO MID-SIZE REGIONAL CHAINS

RETAILER DIGITAL PROGRAMS | RETAILER SPECIAL PUBLICATIONS | RETAILER SPECIAL CIRCULARS | IN-STORE DEMOS

We'll synergize our marketing with your buyer's marketing! For consideration, forward your buyer's current marketing program to Brooklyn Maple with the listed information included.

BMaple@KentuckyLegend.com

- Retailer Name
- Objective of program (EX: new item, gain trial, increase ACVs, account support)
- Products for the program
- Annual sales in lbs. and dollars
- Timing
- Cost

NOTE: Expect at least 2 week lead-time for approval

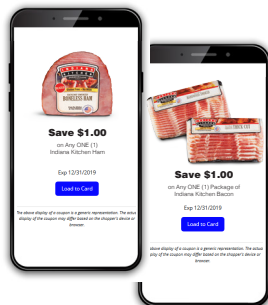


STANDARD LEVEL AVAILABLE FOR ALL RETAILERS UPON REQUEST

Email requests to : MarketingTeam@KentuckyLegend.com



COUPON PROGRAMS



- Sales Quarterly Coupon requests such as tear pads, IRC's, etc.
- Coupons created for your own media environments (i.e. website or mobile app)
- Reward loyal customers with exclusive discounts



P.O.P. MARKETING



- Options include flyers, case dividers, shelf-talkers, coupon tear-pads and more
- Motivate sales at the point of purchase



SCHEDULE | Q1 2022

		APR 2021	MAY 2021	JUN 2021
SOCIAL MEDIA	Social Media	[Active]		
	Paid Social Media	[Active]		
	Loyalty Club Emails	[Active]		
SPONSORSHIPS	Lafayette Aviators			[Active]
EVENTS	Blue Jean Ball		[Active]	
SHOPPER MARKETING	In-Store POP Signage	[Active]		
	Promos and Giveaways	[Active]		

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