



## 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](http://IndianaKitchen.com)

The 'Kitchen'  
Just Keeps Heating Up!

Bacon dollar sales up again—  
and still one  
**+17.4%** of the fastest  
growing brands in the Midwest!

(over the 52 weeks ending 9/6/20, 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

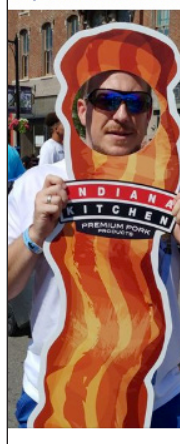


Social and digital content aims to inform and inspire, keeping Indiana Kitchen top-of-mind for consumers and converting customers into long-term fans.

- 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

Indiana Kitchen Premium Pork  
Published by Ryan Klimt [?] · August 27, 2019 · [?]

Congrats to our three lucky winners of the bacon for a year hashtag challenge! Thanks everyone who came out and participated in this year's Bacon Fest! See you next year!  
#MyBrandIsIndiana #INBaconFest



Indiana Kitchen Premium Pork is [?] attending Indiana State Fair at Indiana State Fairgrounds & Event Center.  
Published by Mitchell Terpstra [?] · August 10, 2019 · Indianapolis [?]

ZERO TICKETS NEEDED FOR OUR FREE CANDIED BACON SAMPLES! TODAY ONLY!  
Come find us just outside the Indiana Arts Building from today in conjunction with the 2019 Backyard BBQ Cook-Off we're sponsoring with our friends Shoup's Country Foods.



Indiana Kitchen Premium Pork is [?] feeling stoked Burger Battle Presented by Red Gold.  
Published by Mitchell Terpstra [?] · July 27, 2019 · Indianapolis [?]

Who's got the best burger in Indy?  
It's a tough call but we're betting they used Indiana Kitchen take their entry to the next level.  
Which would you like to see win it all? ... See More



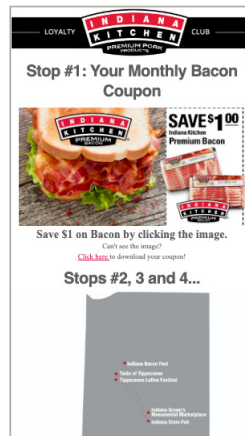
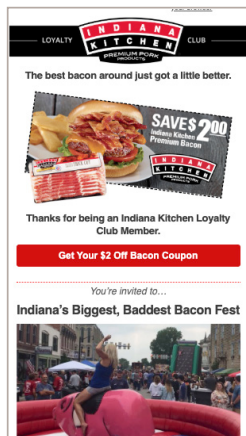
Indiana Kitchen Premium Pork  
Published by Sendible [?] · July 24, 2019 · [?]

Are any of our fans into a Paleo diet?  
Say or nay, this paleo-friendly salad is filling and delicious, featuring Indiana Kitchen Bacon, Granny Smith Apples, just a sprinkle of Manchego Cheese and an Apple Cider Vinaigrette.  
Get recipe: <https://bit.ly/2Xx6Wuo> ... See More

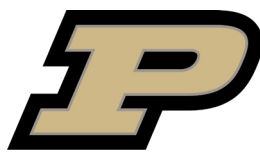


## DRIVING CONSUMERS TO RETAIL STORES BY SENDING MONTHLY LOYALTY CLUB EMAILS

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



## FINDING FANS THROUGHOUT THE STATE



### Purdue Basketball

As an official sponsor for Purdue's basketball team, Indiana Kitchen generates numerous brand exposures among Boilermaker fans in Mackey Arena as well as across Boilermaker nation.

**MEDIA  
EXPOSURE**

**In-stadium Signage | Event Programs | Radio | Social Media**

2021 Game Schedule TBD—Assumes 20 Game Schedule



### IU Basketball

As an official sponsor for Indiana University's basketball team, Indiana Kitchen also generates numerous brand exposures among Hoosier fans in Assembly Hall as well as across Hoosier nation.

**MEDIA  
EXPOSURE**

**In-stadium Signage | Event Programs | Radio | Social Media**

2021 Game Schedule TBD—Assumes 20 Game Schedule



*Dates are subject to change\**



## 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](mailto: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

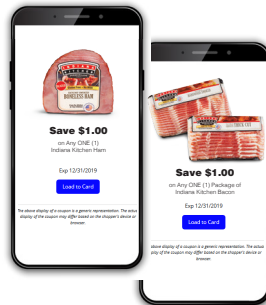
NOTE: Expect at least 2 week lead-time for approval

### STANDARD LEVEL AVAILABLE FOR ALL RETAILERS UPON REQUEST

Email requests to : [MarketingTeam@KentuckyLegend.com](mailto: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 | Q4 2021

|                          |                              | JAN<br>2021 | FEB<br>2021 | MAR<br>2021 |
|--------------------------|------------------------------|-------------|-------------|-------------|
| <b>SOCIAL MEDIA</b>      | Social Media                 | [Active]    |             |             |
|                          | Paid Social Media            | [Active]    |             |             |
|                          | Loyalty Club Emails          | [Active]    |             |             |
| <b>RADIO</b>             | IU/PU Sports Markets         | [Active]    |             |             |
| <b>SPONSORSHIPS</b>      | Purdue Football & Basketball | [Active]    |             |             |
|                          | IU Football & Basketball     | [Active]    |             |             |
| <b>SHOPPER MARKETING</b> | In-Store POP Signage         | [Active]    |             |             |
|                          | Promos and Giveaways         | [Active]    |             |             |

*Dates are subject to change\**