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## **Tanimura & Antle Scores A Touchdown For Iceberg Lettuce**

SALINAS, Calif. (December 2007) – They knocked one out of the park for Father’s Day. And now Tanimura & Antle is at it again, providing its customers a great toolkit to feature iceberg lettuce during the winter football season in their “*Get A Head In The Game!*” retail promotion.

“We’re putting iceberg lettuce back on the map” says Rick Antle, Tanimura & Antle’s CEO. “It’s always been America’s favorite, so we’re just reminding consumers why they love its crunch and versatility. As the football season heats up, it can be a part of any gameday meal or celebration.”

Once again, Tanimura & Antle chose to pair-up with a universally popular sport. This time their “*Get A Head In The Game!*” promotion features two different iceberg lettuce packages with football-themed designs, and point-of-sale materials that participating retailers can use to generate consumer interest and cross-sell other products. One POS piece features recipes and meal ideas using iceberg lettuce. Touchdown Taco Cups, Play Action Pizza, Sloppy Joe Footballs and a Bone Crunching Layered Salad are just a few ideas Tanimura & Antle hopes will make Iceberg lettuce the MVP of football parties across the U.S.

U.S. and Canadian retail players participating in this year’s promotion include Albertsons, Ingles Markets, Jewel-Osco, MPG, Schnucks, Spartan Stores, and Thrifty Foods.

*More ...*

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“We wanted to get both retailers and their consumers motivated to consider iceberg lettuce for their football meal occasion” continues Antle. “Our Father’s Day baseball promotion last summer gave our retailers remarkable increases in their sales, and after a lot of years of the same old produce department, we’re creating excitement and innovation. That’s something we’re proud to lead the industry towards.”

For more information on Tanimura & Antle’s “*Get A Head In The Game!*” football promotion, or for photos and recipes, please contact Lara Grossman at (831) 455-4157 or [larag@taproduce.com](mailto:larag@taproduce.com)

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### *About Tanimura & Antle:*

Tanimura & Antle is an industry leader whose commitment to premium quality produce has remained strong since its formation in 1982. The Tanimura & Antle families combined more than 50 years of experience and knowledge to establish a produce company unrivaled in its quality products, innovation and dedication to growers, customers, consumers and employees. Today, as the largest independent lettuce growers in the U.S., Tanimura & Antle farms over 60,000 acres of rich, fertile farmland and ships a full line of premium fresh produce products throughout North America, Europe and Asia. For more information, please visit [www.taproduce.com](http://www.taproduce.com)