



Tanimura & Antle Take Iceberg Lettuce to the Big Leagues for Father's Day

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SALINAS, Calif. (June 2007) – Rick Antle, CEO of Tanimura & Antle, Inc., wants to own Father's Day. And he thinks he can do that by giving Dads what they really want ... an incredible meal at home featuring Dad's steakhouse favorite, the classic Iceberg Wedge Salad.

"Mother's Day has strawberries, Thanksgiving has celery, but historically no holiday has been associated with Iceberg lettuce," says Antle. "What better product to claim ownership of Father's Day than the cornerstone salad of steakhouse menus?"

He may be onto something. The iconic Iceberg Wedge Salad is back in style, revered for its simplicity and ease of preparation. "Everybody loves the fresh, crisp flavor of an Iceberg wedge," declares Antle, "and alongside a nice, juicy steak, it's the perfect addition to a Father's Day meal."

Tanimura & Antle is starting its Iceberg-for-Father's-Day takeover this year by incorporating another one of Dad's favorite pastimes – baseball – in their "Hit A Home Run This Father's Day!" retail promotion. Elements of the promotion include Iceberg lettuce packaged to look like baseballs, which feature a recipe for the BLT Wedge Salad, destined to become a mainstay at Father's Day meals.

Twelve U.S. and Canadian retail players will be participating in this year's promotion, including Albertsons, Ingles, Harris Teeter, Jewel-Osco, Meijer, Price Chopper, The Produce/Grocery People, Schnucks, Shaw's, Thrifty Foods, Wal-Mart and Weis Markets.

With the help of Tanimura & Antle-provided ad support materials, retailers will promote Iceberg lettuce in weekly ad circulars and with in-store displays. In turn, Tanimura & Antle is providing a promotional price on specially-wrapped iceberg lettuce 24s, and sweetening retailers' efforts by offering prizes for the best ads and displays.

Tanimura & Antle is also promoting Iceberg for Father's Day through consumer public relations efforts. They've provided food and lifestyle editors with several Iceberg Wedge Salad recipes and photos, and will launch a special splash page on their website (www.taproduce.com) just prior to Father's Day that provides recipes and ideas directly to consumers.

"It's a win-win," continues Antle. "Retailers can increase sales and create excitement in the produce department, while we get a chance to remind consumers that Iceberg lettuce is still a perennial favorite – for Father's Day or any day."