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PRODUCT

Perdue Flavor-Infused Greek-Inspired Diced Chicken

PRICE

\$6.29/12-oz. package

PLUS

Quick preparation, flavorful chicken

PROBLEM

Tricky packaging, crumbly texture

Opa!

With its Greek-inspired chicken, Perdue targets the value-added crowd

For many consumers, cooking today involves lower degrees of hands-on involvement and preparation. Yet, simultaneously, there is often an aspirational desire to explore global culinary experiences and flavors, which often requires a bit of expertise. That's where new, refrigerated Perdue "Flavor-Infused Greek-Inspired Diced Chicken" comes in. This fully cooked,

vacuum-sealed sous vide chicken is part of a three-SKU line of globally-inspired flavors, which also includes "Sesame Ginger Diced Chicken" and "Green Chili Diced Chicken." Ready in minutes — either top of stove or in the microwave oven — this slow-cooked chicken provides the foundation for a variety of flavorful culinary applications. Let's see what our

tasters had to say, and how they used it.

DEMOGRAPHICS

Taste testers ranged in age from a toddler up, and all have used Perdue chicken products.

FIRST IMPRESSIONS AND APPEARANCE

The packaging and appearance of Perdue's new product inspired many immediate reactions from our tasters, with some on the incisive side.

"The packaging did a nice job explaining what it was (sous vide)," one positive taster remarked. "And, the recipe for the Greek gyro was a nice suggestion and source of inspiration."

A couple other tasters, though, had problems with the product's vacuum-sealed packaging. "How about an EZ-open strip so we don't need a knife or scissor?" one remarked, with

TASTE *test*

another adding, “It’s a pain to open, and it makes the chicken look ‘processed.’”

A few other tasters also commented on the chicken’s appearance.

“The shape of the chicken looks nothing like it does in the picture,” one stated. “It’s bits and pieces, which is a giveaway sign that it’s processed chicken.”

“‘Diced’ means a certain shape,” another taster said. “Not seeing ‘diced’ when looking at the chicken.”

And also considering the ingredients, a third taster stated, “By reading the ingredients and seeing the texture of the chicken, I [suspect] this is processed chicken.”

A different taster remarked it was “alarming” to see corn syrup, cane sugar and rice flour among the ingredient list.

TASTE, TEXTURE AND MORE

Despite some critical remarks about the product’s appearance,

many tasters were quite positive about the cooked results.

“My husband reheated the chicken on the stove in just a few minutes — the package didn’t lie!” said a taster, who used the chicken for gyro sandwiches.

“The flavoring of the chicken was just right — it was moist, and like the package says, not overly sauced. Some of the chicken pieces were very tiny, which was actually good for me because I could

give them to my baby without having to cut them.”

“The chicken was juicy and had such great flavor,” a different taster shared. “It tasted delicious by itself, but we really loved it in the gyros.” They added that the chicken being dairy/egg free was appreciated, “as my daughter is allergic.”

“The portion size was perfect for our family of four,” I loved that this was so quick and easy to prepare

and that it was a nice healthy dinner option.”

Even a hesitant taster was won over.

“I was a little skeptical, because I’ve gotten precooked Perdue chicken strips for salads, and been disappointed with the texture. But these were totally different. It was delicious!”

Some tasters were more measured in their assessments.

One was “very happy with the taste,” but remarked on the “aw-

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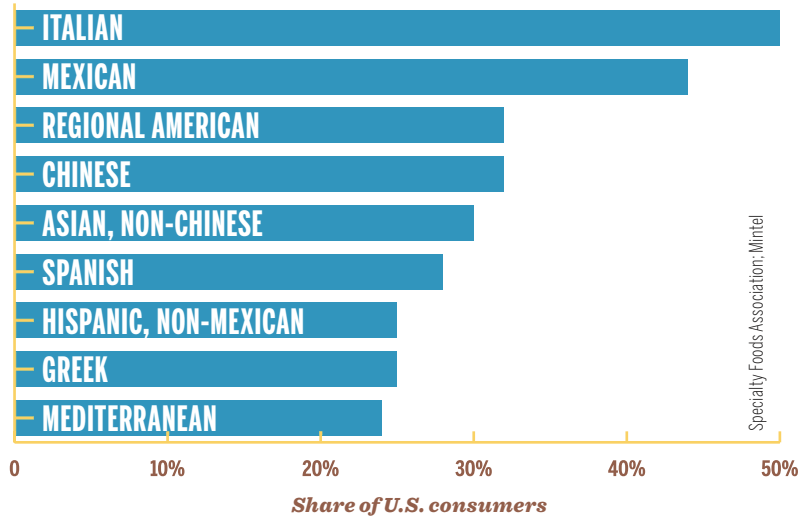
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Special INTERESTS

Italian cuisine, according to research, is the most popular specialty food category at retail for U.S. consumers, with 50% purchasing such foods.

Greek and Mediterranean foods, by contrast, were purchased by 25% and 24% of consumers, respectively.



ful” appearance of the cooked chicken. “The size of the pieces is nothing like the front of the box,” they said. “It says ‘diced’ chicken

and the image shows chicken-nugget-size pieces, but inside it’s almost all crumbles.”

Other tasters remarked “the chicken

texture is ok,” “the chicken isn’t the best quality,” and “It’s more sweet than the low amount of added sugar would suggest

— makes my mind go to ‘processed’ when something is sweet that shouldn’t be.”

And finally, a couple tasters added some

context on the product’s preparation and how it should be served.

“The chicken is firm, which is good,” the first stated. “It doesn’t



TASTE *test*

“The chicken was juicy and had such great flavor.”

fall apart, and it's not overly flavored. But you need a lot of ingredients to make a gyro meal in the middle of the week, none of which we normally have on hand.”

The second shared, “It was easy to prepare in the skillet, but it says to use 2-3 tablespoons oil, which is a lot for this amount of chicken, and it splattered all over my stove.”

UPSHOT

The majority of our tasters were clear: They would buy Perdue's Greek chicken again.

Although a few tasters commented on the product's “limited usefulness,” price, and quality (“We're very fussy about the quality of our chicken”), many others appreciated Perdue's efforts.

“I think it is a very

good value,” one taster remarked. “I am looking forward to trying other Perdue ‘Flavor-Infused Chicken’ options.”

Other tasters zeroed in on the product's convenience. Comments ranged from “We would definitely buy these to have on-hand for an easy meal,” to “I would buy it again for a quick lunch for myself because it's quick and

decent,” to “I might buy again to have on-hand for a quick lunch or dinner over salad.”

“Overall, this was good, and I'd definitely try other flavors,” another taster stated.

CONCLUSION

Perdue's “Flavor-Infused Greek-Inspired Diced Chicken” provides a convenient, sous vide-cooked, flavored protein base for

consumers to create a globally inspired meal. A good majority of our tasters were inspired by the Greek chicken gyro recipe on the back of the package, yet others struggled with what to do with this chicken, especially if they didn't have the ingredients needed to make the gyro recipe. Only one of our tasters scanned the QSR code provided on the box



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That taster commented that all of those recipes also required ingredients that were not usually on-hand. Given that many considered this

to be a good value (and overall, good tasting when part of a dish), it seems this product appeals to people who want to put a little something special on the table in little time.

Overall, given Perdue’s reputation with

chicken, perhaps they can deliver a chicken that looks like the image on the front of the package, rather than the chicken crumbles that many tasters experienced. We are not sure about a taster’s comment about sugar;

the nutrition facts show that this product is super low in total or added sugars. Skepticism over “processed” food/chicken could be driving the questions, and while we do not know, we can assume that this behavior is

shared with some who are unfamiliar with this type of product design. Seems to us that a change to the product design — to get it closer to the package visuals — might enhance the potential for this product.

by **Jacqueline Beckley, The Understanding & Insight Group, and Anna Marie Cesario and Jennifer Vahalik, U&I Collaboration LLC.**

Food product development and consumer research veterans, Jacqueline Beckley, Anna Marie Cesario and Jennifer Vahalik, join Meatingplace Magazine as regular contributors to MeatingTaste, a consumer sampling of new products featured in our monthly Taste Test column. Here’s how the program works: The meat item is distributed to consumers, including the core demographic, for preparation in their own houses. No instructions are provided to the consumer, other than to write their overall impressions of the product, as well as to evaluate the flavor, texture, packaging and ease of use. Beckley, Cesario and Vahalik look for common threads by using Getting It!®, a system developed to listen to consumers about products. The sample of people is not intended to be a “taste test” in a controlled setting, nor is it intended to simulate a focus group. Others are doing both. Rather, the intent is to interpret the response of the people who might purchase a product like this and use it, simply based on their encounters with the product in their individual, unique home environment. That is how U&I has been developing cutting-edge product and people understanding since 1999.



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