

# NEW HD Chicken™

## Upgrade to hi-def flavor.

Pierce Chicken has taken flavor to a whole new level with our new HD Chicken™ Tenderloins. Using natural flavorings we've enhanced the chicken experience creating the ultimate cravable appetizer. What defines a great product...Taste, and with hi-def flavor preferred by **80%** of consumers, that's what HD Chicken™ Tenderloins are all about. The best chicken taste from the brand you trust.



Consumers prefer HD Chicken™ Tenderloins  
**4 to 1**

over other ordinary tenderloins.\*

In competitive taste tests, here's what consumers had to say about HD Chicken™:

- "Better chicken flavor"
- "Much more chicken flavor impact"
- "What chicken should taste like"
- "More savory"
- "Cleaner chicken flavor"

### Why Pierce Chicken HD Chicken™ Tenderloins?

- Natural marinade brings out the real chicken flavor
- Winning flavor that customers will recognize and request
- From freezer to fryer, ready in minutes
- Legendary Pierce Chicken quality, ensuring you get the best product each and every time

### Our Pledge to the Highest Standards in Food Safety

When it comes to protecting your operation and customers, we simply won't compromise our food safety standards.

Pierce Chicken maintains an intensive, HACCP-based quality assurance program. On-site USDA inspectors and a state-of-the-art tracking system enable us to trace the origin of every case we ship.



## #54613 HD Chicken Tenderloin Fritter....2/5 lb.



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