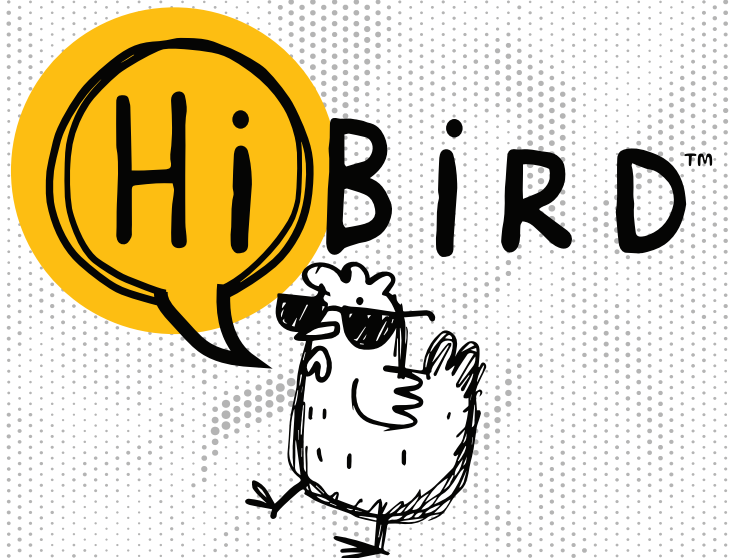
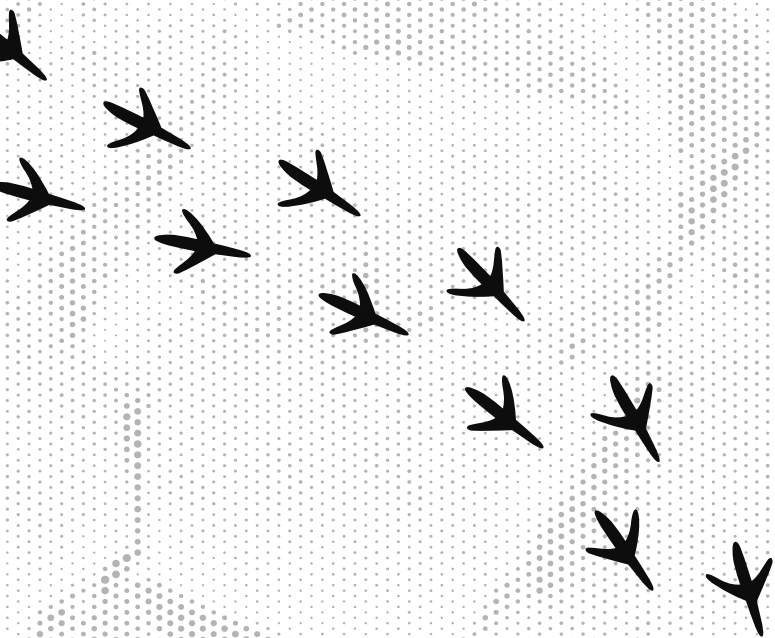


**There's a
NEW
pecking order in
GRAB & GO
Chicken**



A little swagger. A lot of **selling**.

Say 'Hi' to a premium chicken program from the McLane Fresh family of foodservice offerings. Designed for grab & go success, HiBird offers restaurant-quality filets, strips, and savory sides along with signature dipping sauces.

Created for easy scale and implementation, HiBird delivers merchandising support, no-nonsense packaging, and a sassy, authentic brand personality created and tested to quickly become a customer favorite.

You'll discover a fresh and creative chicken offering designed for success right out of the coop. Because HiBird isn't about fancy. It's about flavor.

**CHICK
it OUT**

Great First Impressions

Focus group reactions to HiBird's perceived quality, freshness, and taste are on par with national brands—from the hand-drawn logo alone.

No Skilled Labor

HiBird products are designed for ease of execution, requiring no skilled labor or the need to source multiple suppliers.



Item Description	Short Description	UIN	Case Pack	Unit Size	Product Shipping
Fully Cooked Chicken Filet	GOLD CRK FC BRD CHK FILET	977837	10lb.	39 avg. pc. per case	Frozen
Fully Cooked Chicken Strip	GOLD CRK FC WM CHKN STRP	977817	30lb.	258 avg. pc. per case	Frozen
Kosher Dill Pickle Chip Slice	BAY VALLEY PCKL SLC	885257	4	1 Gallon	Refrigerated
4" Brioche Hamburger Bun	BRIOCHE HAMBURGER BUN	86707	8 (8, 8 packs)	20oz	Frozen
HiBird Sauce	MCLANE CHKN SCE BTL	892607	6	12oz	Ambient
Heinz Buttermilk Ranch	HEINZ RANCH DUNK CUP FS	59881	60	2oz	Ambient
Heinz Sauce Honey Mustard	HNY MSTRD CUP	211565	60	2oz	Ambient
Heinz Buffalo	HNZ BUF HT SC DIP CUP	118489	60	2oz	Ambient
Heinz Bbq Sauce	HEINZ BBQ SCE DIP CUP FS	58933	60	2oz	Ambient
Simplot Potato Wedges	SIMPLOT SSN POT WEDGE	532687	480	CT	Frozen
Kraft White Cheddar Macaroni & Cheese	KRFT DLX WHT CHDR MAC CHS	875247	6	5lb	Frozen
Tray, Paper, Food 1lb (White)	FOOD TRAY PPR WHT 1LB	926137	1000	CT	Ambient
Tray, Paper, Food 2lb (White)	FOOD TRAY WHT 2LB	927107	1000	CT	Ambient
Kraft Paper w/Clear window-hot application	DUBLVIEW XL BG NTRL	666180	500	CT	Ambient
Hamburger Clamshell	HAMB CLMSHLL WHT	900157	500	CT	Ambient
8oz cup/bowl	HT FOOD CNTNR WHT	930127	1000	CT	Ambient
16oz cup/bowl	FOOD CNTNR	932057	1000	16oz	Ambient
Side lid - fits 8oz & 16oz cup	CONTAINER LID CLR	920497	1000	6-16CT	Ambient
Kraft container with window	SNK CNTNR WNDW	21044	300	CT	Ambient

Packaging

Oven-Baked Simplicity

No raw chicken, no problem! Our fully cooked whole muscle HiBird chicken products shine in the oven-crispy, juicy, and delicious without the mess. Want to skip the fryer? Rapid-cook ovens cut fat by up to 75%! But if frying's your thing, go for it — this chicken's ready for anything!



Crave-worthy options **your** **customers** will cluck over.

From flavorful chicken filets and strips to indulgent sides and sauces, HiBird pairs comforting, oven-baked quality with the reliable convenience that busy customers love.

Premium Chicken Filet **Fully Cooked**

Our sandwich features a whole muscle, deliciously breaded, 4oz filet, with a brioche bun, pickles, and secret sauce.



Simplot Potato Wedges

Featuring a special coating to maintain crispiness in a hot hold, these tasty wedges are another delicious way to enjoy to our sauces.



Kraft White Cheddar Mac & Cheese

Indulgent and textural, it's a natural fit with the crispy chicken mains.



Premium Chicken Strips **Fully Cooked**

Flavorful chicken strips offer the same breading as the filet. They're the perfect dippers for our can't-miss sauces.

HiBird Sauces

Our unique secret sauce, with a hint of smoky paprika, keeps customers coming back for more. It leads a flavorful line-up that includes spicy Buffalo, BBQ, honey mustard, ranch, and seasonal LTOs.



SAUCY
SALES SUPPORT
STARTS
HERE



With this plucky program, the bird is the word!
To keep the traffic flowing, McLane Fresh is
here with the support you need.



To-Go Packaging

Versatile packaging has been tested
and identified for each HiBird product:

- Sleeve/bag for sandwich
- Clamshell for strips
- Side container for mac & cheese and potato wedges



High-Impact Merchandising

Inside and outside the store,
the HiBird brand flies high with
clever warmer graphics,
eye-catching POP items, digital
menu board graphics, and trendy
employee swag.



Sales Support

Messaging, photography
and videography, and
direct-to-consumer tactics
are a few ways the McLane
Fresh team helps to build
awareness and loyalty.

Let's sink our beaks into bigger chicken sales.

Contact your McLane Fresh representative or visit us at mclaneco.com for more information or to sign up for the HiBird program.