



PRESS RELEASE

For Immediate Release

Fast Fixin' Continues to Deliver Growth with Packaging and Product Innovation and Expanded Retail Distribution

June 13, 2013 (Edmond, OK) – Fast Fixin' makes clear its stake in the frozen and food category with the launch of new packaging and product innovation and expanded distribution. The enhancements have been very well received by consumers as reflected by double-digit unit sales growth in 2013 (Source: 2012-2013 IRI consumption data.)

Fast Fixin's move to quad bags means a more compact, slouch-free and re-sealable package that delivers 25% more facings and tidy shelf appearance for retailers. In addition to having less packaging, Fast Fixin's new Nviro® packaging is eco-friendly because of its use of water-soluble inks and adhesives. Fast Fixin' is now using a matte gloss finish that give the product line a unique and premium appearance.

The brand's flagship product, Fast Fixin' Chicken Nuggets, is sure to be a consumer favorite. The product is made with all-white chicken breast meat, and has fewer calories, less cholesterol, and 25% less fat than the leading national brand. Fast Fixin' products also beat or tie the national leading brand in 11 of 12 nutritional categories, according to [a Nutrition Facts Label comparison](#).

“At Fast Fixin', we are focused on two things: helping retailers grow the category, and helping moms fix a better meal for their families,” says **Stan Evans, Fast Fixin' brand manager**. “As parents ourselves, we believe moms should not have to compromise quality or nutrition when feeding their families a delicious and convenient meal.”

---- MORE ----



Nutritionist-mom and Fast Fixin' spokesperson Kathy Mora, Ph.D created kid-tested and devoured Fast Fixin' Chicken Nugget recipes, like this Guacamole Bocado wrap. The wheat wrap is layered with Fast Fixin' nuggets, guacamole, corn and beans for added nutrition. More recipes are at www.facebook.com/FastFixinFun.

Fast Fixin' Chicken Nuggets new, compact, slouch-free and environmentally-friendlier quad bag is better for retailers' and families' freezer space and contains the same amount of nuggets.

Fast Fixin' Jumbo Popcorn Chicken and Beef and Italian Meatballs now feature shape, color and flavor profile enhancements as well as improved nutritional. All enhancements scored well with consumers in primary research conducted by AdvancePierre Foods.

Fast Fixin' is carried by most major grocers, and most recently has added Kroger and Demoulas to its growing list of distribution points. To locate retailers by zip code that sell Fast Fixin', visit <http://www.fastfixin.com/>.

--- MORE ---



About AdvancePierre Foods

AdvancePierre Foods is a leading supplier of value-added meats and handheld convenience products to the foodservice, school, retail, club, vending and convenience store channels. The company makes and distributes a full line of packaged sandwiches, fully cooked chicken and beef products, Philly-style steak, stuffed chicken breasts, and bakery products. Headquartered in Cincinnati, AdvancePierre Foods employs more than 4,000 people and operates processing facilities in Ohio, Oklahoma, Maine, and North and South Carolina, with bakeries in North Carolina and Oklahoma. More information at www.advancepierre.com.

About Fast Fixin'

Fast Fixin' was established in 1990 as part of AdvancePierre Foods' Brands Division. The brand now sells all-white-meat chicken patties and strips, popcorn chicken, and all-beef and Italian meatballs as well as its premium Restaurant Style chicken and beef items. Fast Fixin' Restaurant Style includes the country's #1 selling Country Fried Steak. Fast Fixin' is sold in grocery stores nationwide. More information at www.fastfixin.com.

#

High-res photos, list of retailers broken down by city, and recipes available upon request.

Media Contacts:

Christine Rogers

214-364-7049

christine.rogers@thesparkfarm.com

Mary Lester

214-490-3480

mary@mplpr.com