

# COCORICO

The All-Natural Chicken Brand



# All-time fresh. Every time. Our new portions.

You asked and we listened. Cocorico has launched new portion packs, created especially for your everyday needs.

The Cocorico portion packs are the answer to freshness and quality, made for those who like to buy exactly how much they need when they need it. They are perfect for single individuals who do not cook for an entire family, or may possibly share a meal with one or two other people throughout the week.

The new portion packs also supply the daily RDA for protein and simplify the macro counting process for anyone looking to build muscle mass. The Cocorico portion packs are budget-efficient options, space savers and the go-to for special occasions and multi-course meals that call for only one chicken dish.

# **Cocorico's portion packs**

## **A world of options**

**Diversity**

Product diversity provides more options and the ability to cater to everyone's meal preferences. This could be a parent opting for chicken breast or a child who prefers drumsticks.

Portion packs also create diversity for individuals looking to eat various types of fresh chicken cuts more frequently while keeping their animal-based protein options open.

**Protein-centric**

The new portion packs provide the RDA for protein, which makes meal prep simpler for anyone watching their protein intake or tracking their macros.

**Tailored options**

Portion packs appeal to single people only cooking for themselves or one other person. It's also a quick go-to for date nights.

**Economical**

The portion packs enable consumers to only use what they need, thus reducing wastage and saving money in the process.

**Freshness and Health**

There is no need to freeze chicken. Fresh chicken has the best nutritional profile, as freezing depletes the taste and texture of poultry. This ties in with added health because fewer leftovers eliminates the possibility of food contamination over time.

Freshness is taken a step further through packaging that preserves the quality of the chicken. The manufacturing process also eliminates the need of manually handling poultry, which significantly diminishes any possibility of contamination.

Food safety is also guaranteed by SGS certification, which ensures best practice standards that surpass EU requirements.

**Social responsibility**

Food waste is reduced by only paying for exactly how much chicken is needed.

**Space-saver**

The portion packs are the perfect size for compact fridges in small apartments.

**Time factor**

Portion packs can be matched with cooking frequency, as some people prefer to cook daily, once or twice a week.

**Something for everyone**

The portion packs appeal to a wide variety of individuals:

- The professional finishing up their work day
- The simple, practical and budget-minded person
- The kitchen newbie looking for simple meal options
- Someone building muscle mass looking to increase protein intake
- The humanitarian who is mindful of their animal-based food consumption
- Parents looking for nutritious and kid-approved meals





**Promotional**

Enhanced product visibility on store shelves and the possibility of offering a completely unique shopping experience for customers using both online and offline mediums.

**Economical**

Small packs translate to increased supermarket visits and foot traffic, which can lead to higher conversion rates. Moreover, setting a price per piece, as compared to price per kg, creates attractive pricing models.

**Logistics**

Portion packs appeal to smaller scale stores with limited shelf space. They also make for easier freight handling due to lower loading weights.

**Social responsibility**

Embodied by encouraging consumers to live a healthy lifestyle, supporting social causes and environmental stewardship.

**An innovative concept by AAylex**

Portion pack production is backed by an innovative process that has been developed for the past three years to meet and exceed EU biosecurity requirements. Substantial investments have been made in automatization and robotics to enhance product quality and portion options.

**Available in the market**

SKUs of 9

Portion pack (370g)

Boneless breast, chicken fillets, boneless thighs, drumsticks, mid and prime wings

Portion pack (630g)

Boneless breast, boneless thighs, drumsticks, mid and prime wings

**Visit us online**

[www.cocorico.ro](http://www.cocorico.ro)

**Follow us on Instagram**

@wesaycocorico