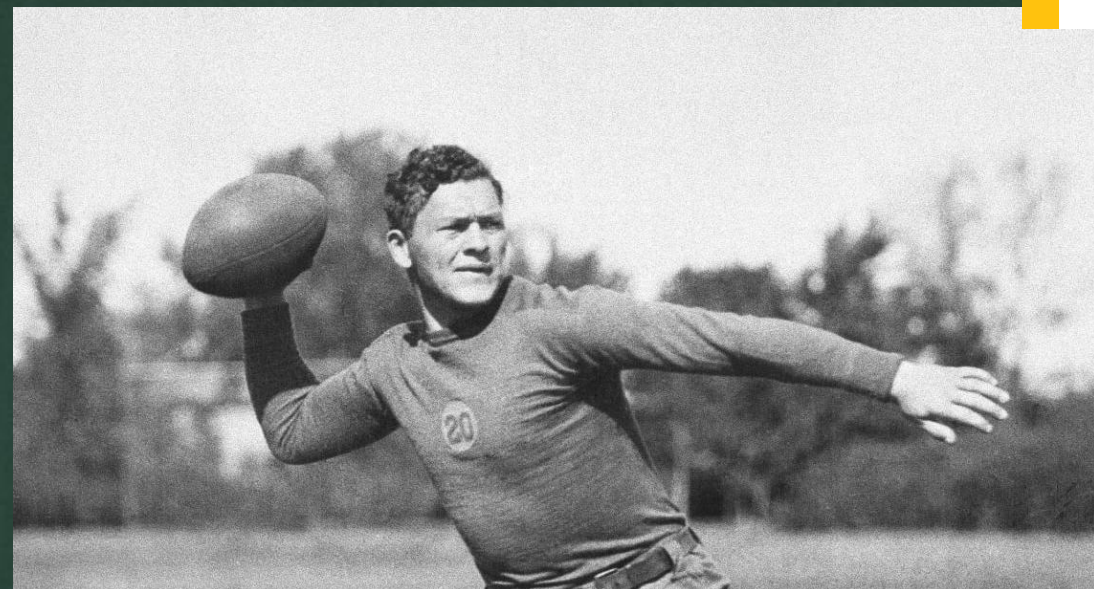


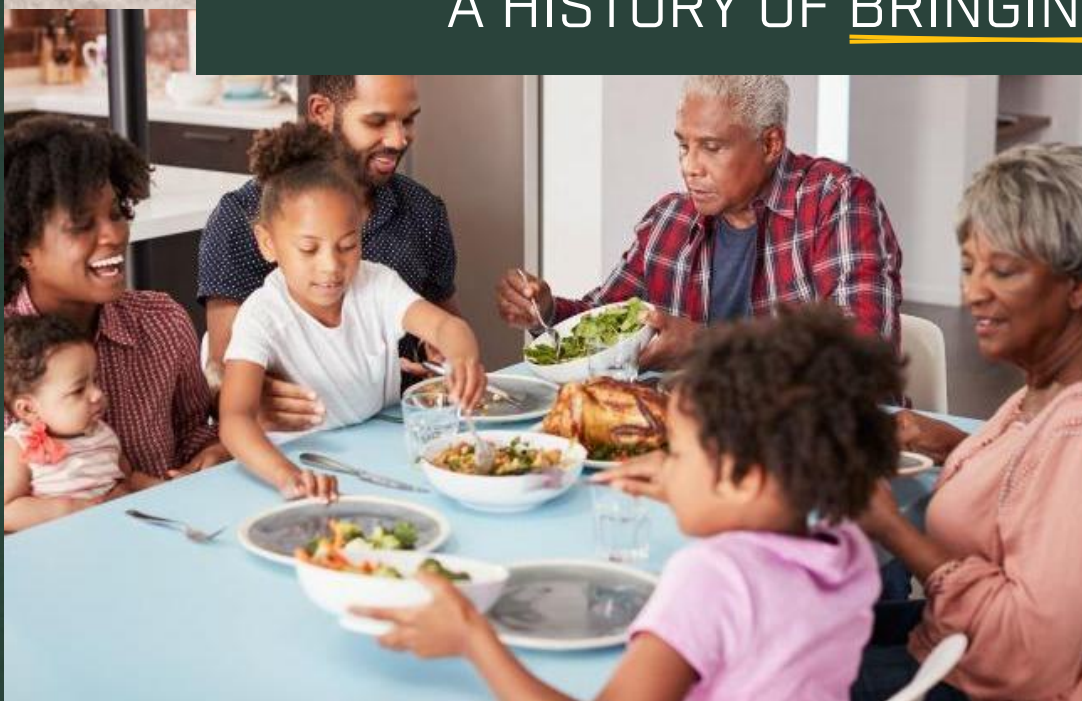


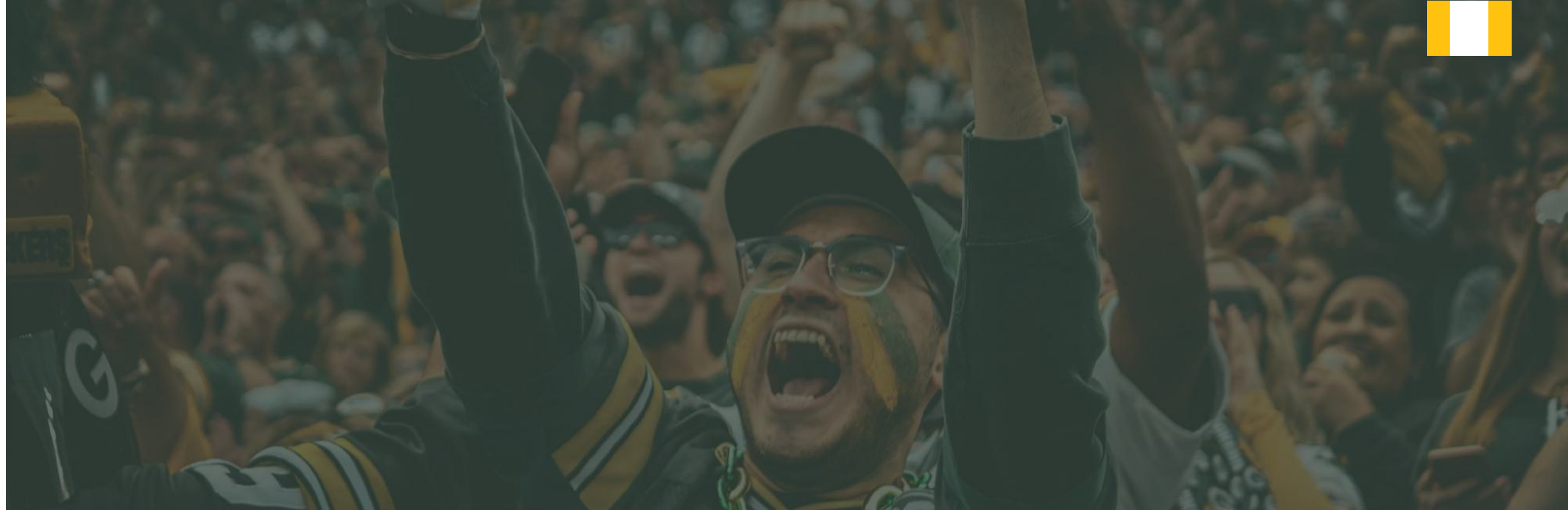
**FEED YOUR TEAM
LIKE *FAMILY***





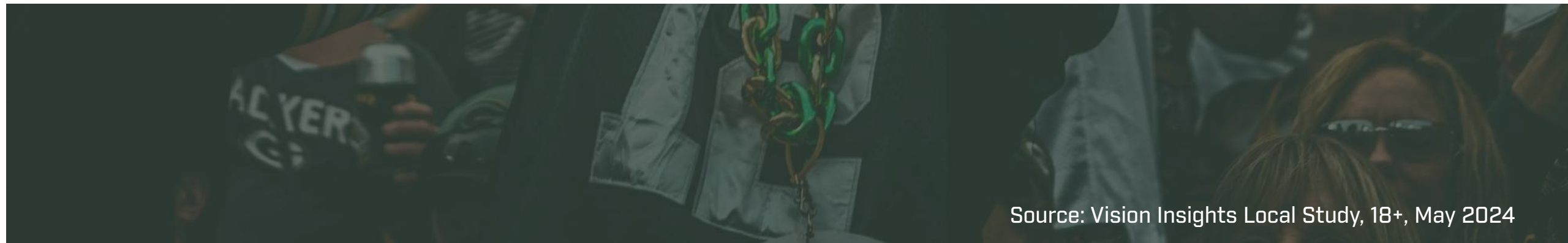
A HISTORY OF BRINGING FAMILIES TOGETHER





FAN PASSION

89% of our Wisconsin fanbase considers themselves **avid fans**, with the rest being casual fans



Source: Vision Insights Local Study, 18+, May 2024



The Passion of Packers Nation Lives On: Gameday, Everyday and Everywhere



A woman and a young child are shown in profile, facing each other and hugging. They are both wearing Green Bay Packers green and yellow hoodies. The child is wearing a green and yellow knit beanie with a pom-pom and the word 'PACKERS' on it. The woman is wearing a dark grey knit beanie with a pom-pom. The background is a blurred outdoor setting with trees.

In 2023-2024, 78% of Packers Fans agreed the team

UNIFIES & BRINGS PEOPLE TOGETHER

Source: NFL Fan Tracker, Fiscal Years 2022-2023 & 2023-2024

THE OPPORTUNITY

Leverage Packers fans' deep passion and loyalty by aligning two powerful brands to further advance nugget innovation and create fun and memories for fans and families everywhere.



TOGETHER WE WILL



Advance nugget innovation to sell more Tyson products to Packers Nation



Generate fun & national buzz for the Tyson brand with our national fanbase

LAMBEAU FIELD



21 | 28

10:34 4TH :10

DOWN | TO GO
3RD | 10



NUGGET OF THE
GAME:

JACKSON

ATOR



ONEIDA CASINO

Lite

ticketmas

PREGAME VIDEOBOARD FEATURE

CAPTURE HEARTS & MINDS

RETIRED NUMBERS

14

DON HUTSON

3

TONY CANADEO

15

BART STARR

66

RAY NITSCHKE

92

REGGIE WHITE

FEEDING THE LINEMEN



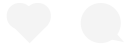
An Official Protein of the Green Bay Packers

Custom video content announcing the new product, featuring team chefs preparing a mountain of Packers nuggets to satisfy the hungry linemen waiting in the cafeteria





[View this post on Instagram](#)



A post shared by Green Bay Packers (@pack...)

Player Opinion Video

Rank Your Favorite Chicken Nugget Shapes



2



1



3



CRAFT VIRAL MOMENTS

Spark engagement with fans as the team gears up for the season with a humorous nod to an online trend



SOCIAL GIVEAWAY

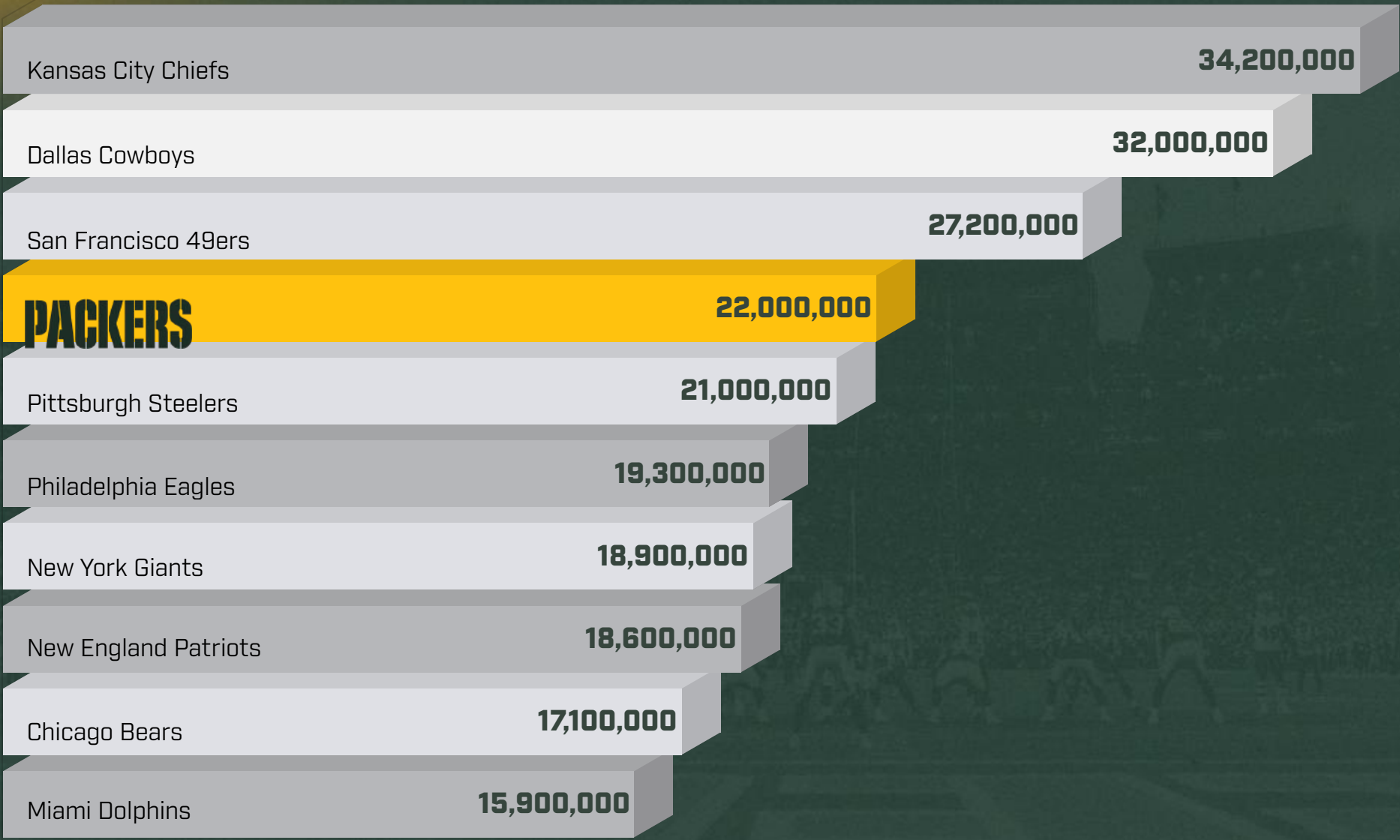
ENGAGE & DELIGHT FANS



NFL Fan Rankings (Top 10)

Total Number of Fans Age 13+

Source: Vision Insights, Dec 2024



PACKERS FANS BUY FROZEN FOOD THAT IS FAMILIAR

Current Tyson Perceptions


National Fanbases

Brand Awareness



 **92%**
of Packers Fans

 **90%**
of Chiefs Fans


 **89%**
of Cowboys Fans

Satisfied Customer



 **40%**
of Packers Fans

 **38%**
of Chiefs Fans

 **38%**
of Cowboys Fans



What is Important when Buying Frozen Food?

Top 2 Highest Indexes for GBP

Well-Known Brand



 **38%** *more likely*

 **37%** *more likely*

 **24%** *more likely*

Previous Experience



 **30%** *more likely*

 **22%** *more likely*

 *not more likely*

Source: YouGov, ages 18+ (1-26-25)



BUYING MOTIVES

Packers Fans are more likely to care about protein, and prefer the convenience of prepared foods.



PROTEIN CONTENT

Who is more likely to be concerned about protein content when eating or choosing food to eat?



Wisconsin Packers Fans

24% more likely to be concerned about protein



Missouri Chiefs Fans are not more likely to be concerned about protein



Texas Cowboys Fans are not more likely to be concerned about protein

Source: YouGov, ages 18+ [1-26-25]



CONVENIENCE

"Prepared foods are a great way to provide a home-cooked meal with little effort"



64% of Packers Fans agree



60% of Chiefs Fans agree



67% of Cowboys Fans agree

Source: YouGov, ages 18+ [1-26-25] National Fan bases

CONSUMPTION



Packers Fans visiting our website are more likely to shop for frozen food & 80% of Packers Fans in Wisconsin watch the game at home.



FROZEN FOOD SHOPPING

Propensity of visitors to the team website to have shopped for frozen food in the last 30 days



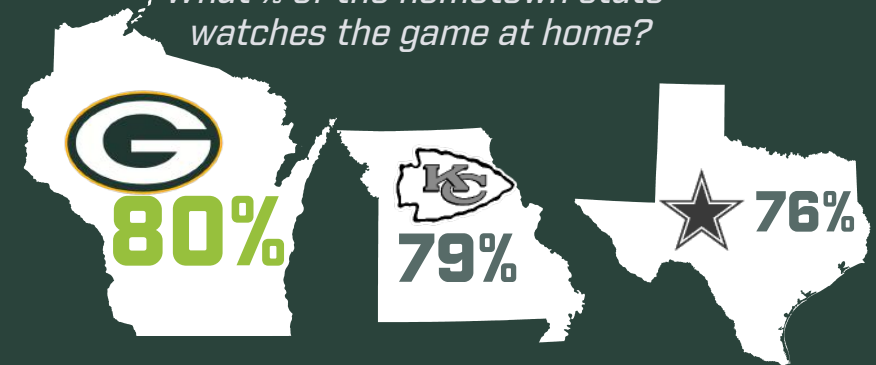
Source: Comscore September 2024 (ages 18+)



Source: Comscore May 2024 (ages 18+)

HOME-GATING

What % of the hometown state watches the game at home?



Source: Vision Insights, (Jan - Dec. 2024), ages 13+

***THANK
YOU!***

