

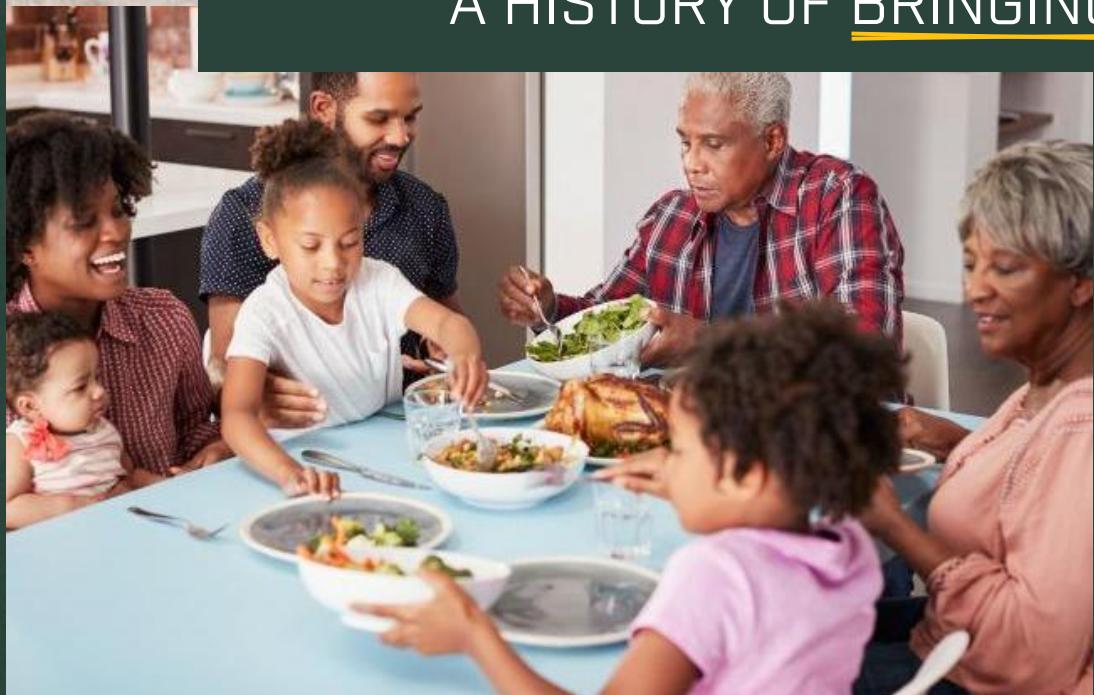


**FEED YOUR TEAM
LIKE FAMILY**





A HISTORY OF BRINGING FAMILIES TOGETHER





FAN PASSION

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



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





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



*NUGGET OF THE
GAME:*

JACKSON

ONEIDA CASINO

Lite

ticketmaster



PREGAME VIDEOBOARD FEATURE

CAPTURE HEARTS & MINDS

RETIRIED NUMBERS

14
DON HUTSON

3
TONY CANADEO

15
BART STARR

66
RAY NITSCHKE

92
REGGIE WHITE

FEEDING THE LINEMEN



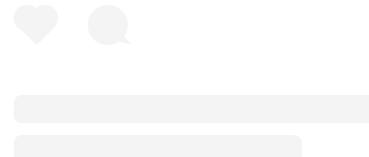
An Official Protein of the Green Bay Packers

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 (@packers) on

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

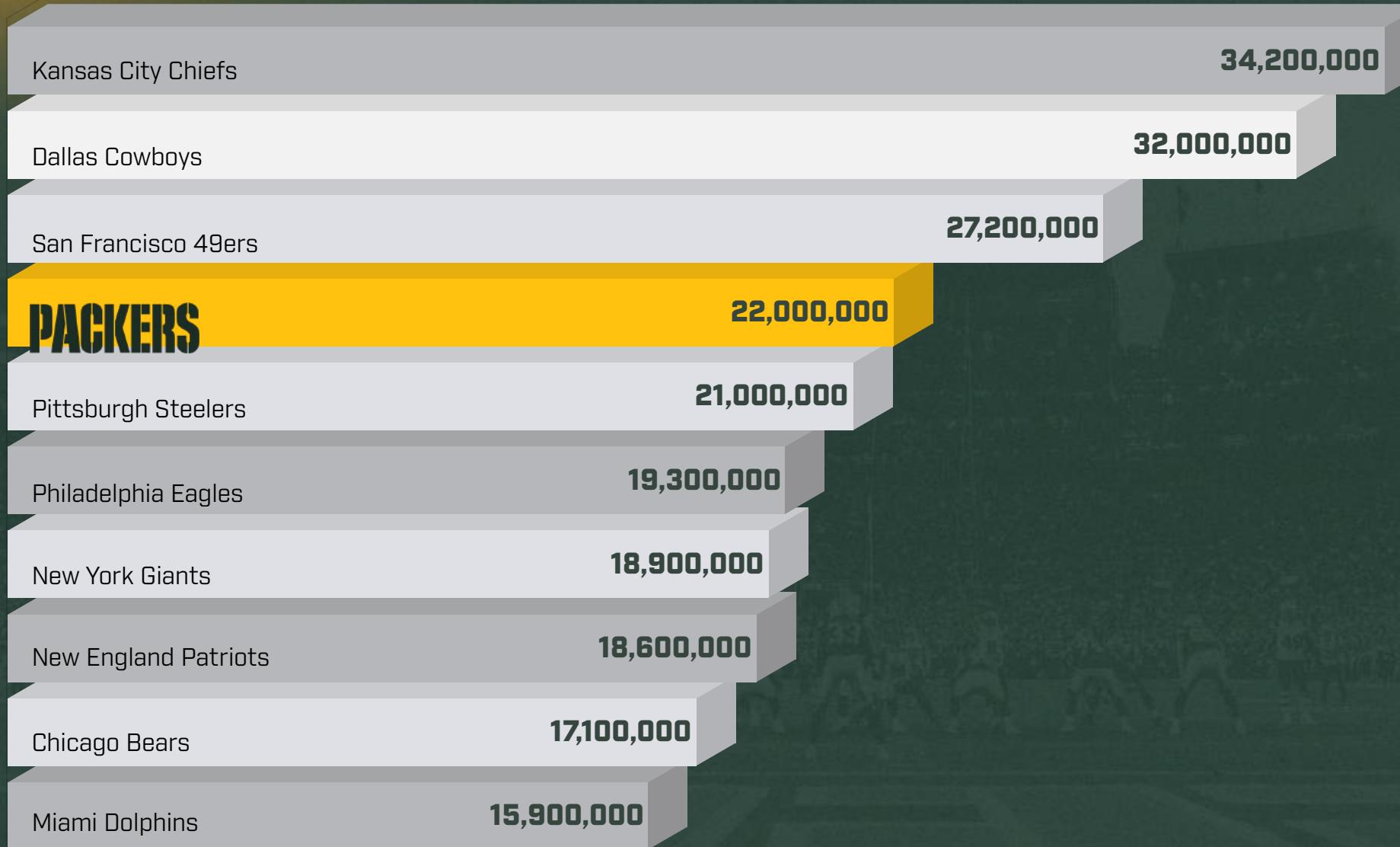


NFL Fan Rankings (Top 10)

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



86%

MORE LIKELY

Source: Comscore September 2024 (ages 18+)



56%

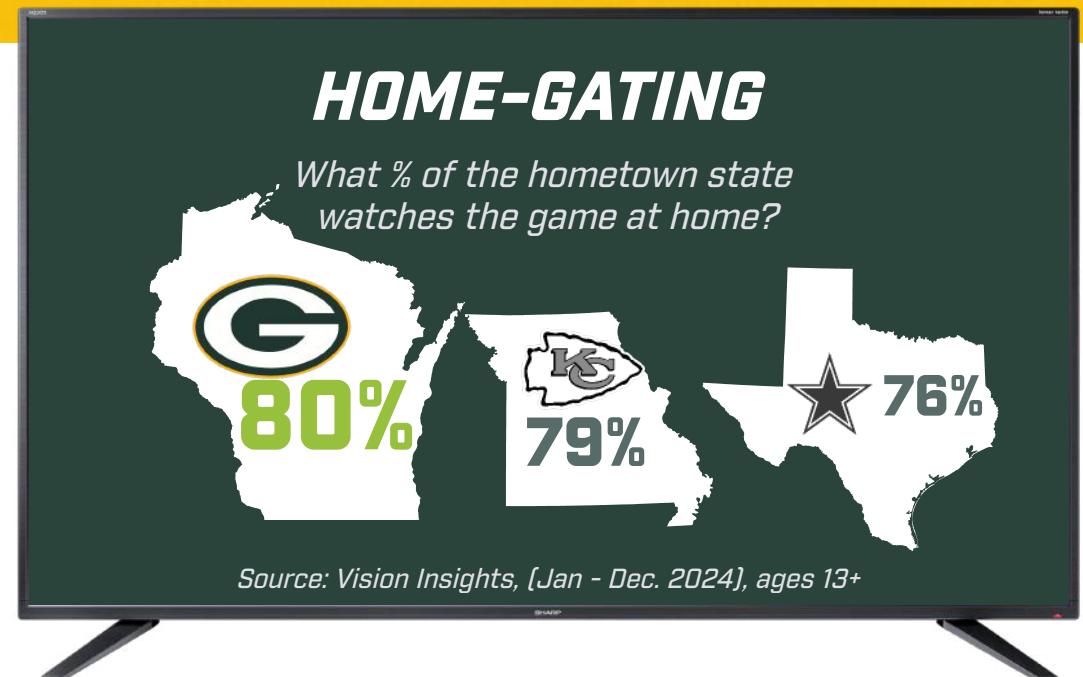
MORE LIKELY



27%

MORE LIKELY

Source: Comscore May 2024 (ages 18+)





THANK
YOU!