



Danish Crown

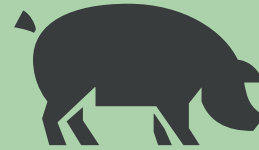
Assortment - Retail

Biggest
assortment
and range of
formats

Full
European
market
coverage

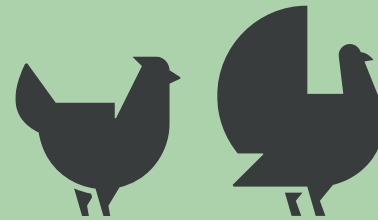


Target groups



Pork bacon:

Consumers are primarily
45-55y/o males



Chicken + Turkey bacon:

Consumers are primarily
26-35y/o females



Veggie Bacon:

Consumers are flexitarians
and vegetarians

Bacon assortment split

TRADITIONAL



Sliced
Diced

MULTI- AND VALUE-PACKS



Sliced
Diced

VEGGIE AND POULTRY



Chicken
bacon
Turkey bacon
Veggie Slices

COOKED BACON



Sliced
Diced

SPECIALITIES



Reduced Fat
Back bacon
Grillbacon

Unsmoked bacon
Thicker slices

ANIMAL WELFARE



Traditional Bacon Assortment Split

SLICED



Tulip Bacon slices are made of pork belly, which is salted, dried and smoked over beech wood.



TU Sliced Bacon

- 125 g, gas
- 125 g, vac
- 150 g, gas

Shelf life from production:
49-70 days

DICED

Tulip Bacon dices are made of pork belly which is salted, dried and smoked over beech wood.



TU Diced Bacon

- 130 g, gas
- 140 g, gas
- 150 g, gas
- 200 g, gas

Shelf life from production:
49-60 days



Value- & Multi Pack Bacon Assortment Split

MULTI PACKS SLICED



- 3/100 g, vac
- 5/100 g, vac
- 2/125 g, vac
- 3/125 g, vac
- 5/125 g, vac



Shelf life from production:
49-56 days

- Banderole
- 3/125 g, gas

VALUE PACKS SLICED

- 300 g, vac
- 600 g, vac
- 900 g, vac
- 1000 g, vac
- 2500 g, vac



Shelf life from production:
49-260* days

MULTI PACKS DICED



- 2/100 g, gas
- 2/150 g, gas
- 2/200 g, gas
- 2/250 g, gas

Shelf life from production:
49-60 days

VALUE PACKS DICED

- 500 g, gas
- 2/150g, gas



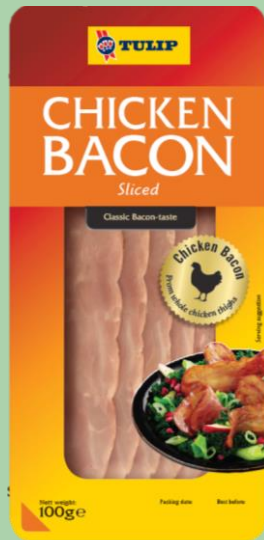
Shelf life from production:
49-60 days



* = frozen items

Poultry Bacon Assortment Split

CHICKEN BACON



TU Sliced Bacon
- 100 g, gas

Shelf life from
production:
35 days

Product benefits

- ✓ Consumers seek products with a lower fat content
- ✓ Wider target group
- ✓ Consistent and lean quality

TURKEY BACON



Product benefits

- ✓ Lower fat percentage than traditional bacon
- ✓ Leaner meat
- ✓ Made from whole turkey thighs
- ✓ Certified with Nøglehulsmærket
- ✓ Ideal for health-conscious consumers

Shelf life from
production:
28 days

Sliced Bacon
- TU: 110 g, gas

Diced Bacon
- TU: 110 g, gas

Cooked Bacon assortment split



TU Sliced Bacon
- 50 g, gas
TU Diced Bacon
- 60 g, gas



Shelf life from
production:
70 days

COOKED BACON

Tulip Cooked Bacon is ready to eat directly from the pack or can be reheated in the microwave.

Perfect for consumers seeking convenient options that are ready to use and easy to prepare. Put this crunchy bacon directly on salads, omelet, burgers or sandwiches.

Product benefits

- ✓ Individual slices easy to separate from each other
- ✓ Directly edible from the pack
- ✓ Time saving for bacon preparation
- ✓ Easy and convenient to reheat

Animal Welfare Bacon assortment split

ORGANIC BACON



Tulip Organic Bacon is made from Danish organic pork belly. Our organic pigs always have access to outside areas throughout the whole year and are fed with 100 % organic and GMO-free feed.



ANBEFALET AF
DYRENES
BESKYTTELSE



TU Sliced Bacon
- 100 g, gas
TU Diced Bacon
- 120 g, gas

Shelf life from
production:
35 days

FREE-RANGE BACON



Product benefits

- ✓ Free-range pigs always have access to outside areas
- ✓ Free-range pigs have curly tails
- ✓ Recommended by the Danish animal rights organization "Dyrenes Beskyttelse"
- ✓ Three hearts in the Danish animal welfare scheme

TU Sliced Bacon
- 100 g, gas
TU Diced Bacon
- 140 g, gas

ANBEFALET AF
DYRENES
BESKYTTELSE



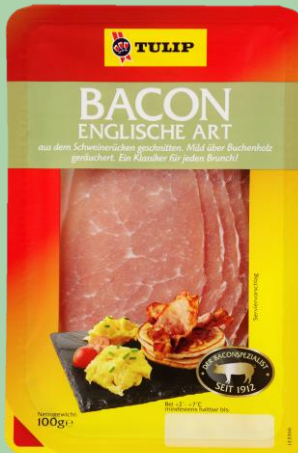
Shelf life from
production:
49 days

Speciality Bacon assortment split

BACK BACON

Product benefits

- ✓ Leaner meat than traditional Danish-style bacon because it is made from loins
- ✓ Lower fat content



TU Sliced Bacon
- 100 g, gas

Shelf life from
production:
56 days

GRILL BACON



*available in mix-pack
with
pork and chicken*

TU Grill-Bacon
- 250 g, gas
- 2 x ### g, gas

Shelf life from
production:
28 days

Available as pork
bacon or duo pack
pork and chicken

Product benefits

- ✓ Perfect for BBQ season, marinated in BBQ spice mix
- ✓ Easy preparation on the grill
- ✓ For curious customers who like to experiment with new recipes and flavors in the kitchen

UNSMOKED BACON



TU Diced Bacon
- 100 g, gas
- 2 x 100 g, gas

Product benefits

- ✓ No smoky taste, more plain bacon taste
- ✓ Milder flavor than regular smoked bacon to tailor to different consumer preferences

Shelf life from
production:
60 days

Speciality Bacon Assortment Split

FAT-REDUCED BACON



Fat-reduced bacon is made of pork loin. Its fat is cut off and thus a reduced fat percentage is achieved.

Product benefits

- ✓ Reduced fat percentage, at least 75 % less fat compared to similar products on the market
- ✓ Versatile usage and light taste
- ✓ Traditional bacon taste

TU Diced Bacon
- 140 g, gas

Shelf life from production:
35 days

THICKER SLICES



Shelf life from production:
49 days

Sliced Bacon
- 2 x 150 g, vac
- 375 g, vac
- 1000 g, vac



Product benefits

- ✓ Perfect for brunch or traditional Danish stegt flæk
- ✓ Easy to separate slices from each other
- ✓ Even more intense bacon taste

Veggie Bacon Assortment Split

[Go back
to
overview](#)

VEGGIE BACON



Bacon is THE piece of meat that climate conscious consumers, flexitarians and vegetarians miss the most. Let's ease their bad conscious and confirm their desire for bacon.

Veggie bacon is made out of pea and potato protein.

Product benefits

- 100% plant-based
- Smoked over beech wood
- No soy
- No gluten
- Addresses many different consumer types: you, me, flexitarians and vegetarians

TU Sliced Bacon
- 80 g, gas

Shelf life from
production:
35 days