

# Coated Poultry Relaunch

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Phase 12 this March sees the representation of our Coated Poultry range, including the introduction of 7 amazing new lines!

We've created clear tiering within the range, different packaging to help differentiate and ease of shop

All current lines have been upgraded with protein being added to the crumb on every product to help get a crunchier texture and better adhesion to the meat!

Flavours have been "boosted" on Cajun, Hot & Spicy and Katsu to ensure they are really delivering that spicy kick

New lines were consumer tested throughout development, so we know these products are going to be a real hit! We know our customers prefer chicken breast over thigh, they want batter over breadcrumbs on their nuggets, and BBQ was the most preferred sauce on our chicken bites

A brand new fun refreshed packaging design across the whole range will ensure these products are "flying" off the shelves!

<p>Crispy Southern Fried Chicken Burgers Succulent chicken breast fillets in a lightly spiced peppery southern fried crumb. Perfect in a brioche bun with slaw &amp; sriracha mayo</p>	<p>Buffalo Style Chicken Tenders £5 Light and crispy Spicy Buffalo style battered mini chicken breast fillets with Buffalo Hot Sauce and Blue Cheese Drizzle</p>
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The best of the rest...

BBQ Chicken Bites £5 - succulent chicken breast bites in a seasoned BBQ batter with a sweet & tangy BBQ drizzle

Breaded Chicken Goujons £4 - tender chicken breast pieces coated in a golden crumb. Family pack size, 546g Remarkable Value

Crispy Chicken Nuggets £3 - succulent chicken breast pieces in a crispy golden batter, developed to be better than McDonald's!