



Castle Wood Reserve – Brand Fact Sheet

- Cargill's Castle Wood Reserve deli meats, a premium sliced deli solution for the meat department, offers consumers the same quality deli meat they expect from the full-service case.
- Castle Wood Reserve meats come directly from premium cuts of beef or ham and the whole chicken or turkey breast, so that every bite is delicious. Castle Wood Reserve deli meat varieties include:

- Smokey Honey Turkey Breast
- Uncured Honey Ham
- Angus Seasoned Roast Beef
- Virginia Brand Uncured Ham
- Oven Roasted Turkey Breast
- Oven Roasted Chicken Breast
- Turkey Pastrami
- Four Pepper Turkey Breast.



- Castle Wood Reserve leads the deli meat category and is the fastest-growing packaged lunchmeat brand.¹
 - Castle Wood Reserve leads the packaged lunchmeat category in growth. The brand is up 550% YOY (compared to all other brands, 3.3%).
 - Castle Wood Reserve drives sales and category growth for our customers.
 - It dramatically outperforms the competition – consistently outpacing other packaged lunchmeat brands.
 - Retailers that stocked Castle Wood Reserve saw a total category lift year over year.
- Castle Wood Reserve sliced deli meat offerings can be found at Walmart, ALDI, Kroger, Ahold Delhaize stores, LIDL and other select local retailers.
- With Castle Wood Reserve premium deli meats, parents can always have a quick and easy lunch option and a delicious, convenient snack on hand. The brand portfolio also includes snack kits, deli trays and more.

1. Source: Nielsen AOD 13 weeks ending February 27, 2021.