

Oscar Mayer Ventures Into 'Old World' Product Line

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MADISON, Wis. (PRNewswire) — Oscar Mayer is introducing a line of deli meats that add spice and flavor to everyday lunches for the entire family. Just in time for back-to-school season, the brand is launching the Old World Style line with four distinct flavors, including Classic Salami, Cracked Black Pepper Salami, Classic Pepperoni and Turkey Pepperoni.

Over the past decade, sandwiches have gained popularity as a household meal option, with the average American eating 25 percent more sandwiches now than in 2006¹. Add to that the fact that more Americans are looking for bold and globally inspired cuisine, and the Old World Style products provide a convenient option for flavorful, on-the-go meals that can be made in the comfort of one's own home.

"There's no doubt that Italian-style sandwiches are gaining popularity, on restaurant menus and at home," said Tom Bick, senior director of integrated marketing and advertising at Oscar Mayer. "We want to help food fans revamp their brown-bag-lunch routines, and the Old World Style meats offers an authentic option for the whole family to enjoy."

While the Old World Style meats add flavor and zest to Italian-style sandwiches, they are also an excellent source of protein, with up to 8 grams in each serving.

Consumers can find Oscar Mayer Old World Style products in the refrigerated meat section of major grocery stores nationwide. The line includes distinct packaging to enhance the old-world look and feel, and all four varieties come in a 4 oz. package with an SRP of \$3.29. Visit OscarMayer.com [1] for more information on all Oscar Mayer product offerings.

1 – Source: NPD Eating Trends in America 2012, Technomic Sandwich Trends report 2012

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