

Pretty Fly Chicken

A convenience chicken brand from
Storteboom Food Group





Convenience is reshaping how Europe eats

Consumers increasingly look for food that saves time and effort, without compromising on taste or quality.



“Convenience over cooking”

Ready-to-eat, ready-to-heat and food-to-go continue to gain relevance.

Source: McKinsey The State of Grocery Retail Europe 2026.



Why Chicken?

Chicken is made for convenience: familiar, versatile and suited to a wide range of eating occasions throughout the day.



A clear growth opportunity

Today's range is often product-driven, similar and difficult to navigate.

Growth lies in making chicken convenience more distinctive and inspiring!

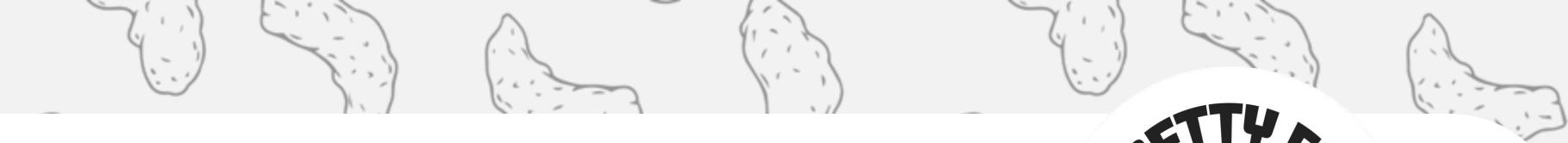


Different moments call for different kinds of convenience

Convenience is not one single need. What shoppers need **changes throughout the day** — from something ready to eat to, a helping hand in the kitchen, to a complete meal.

The opportunity is to **make chicken fit seamlessly into more everyday moments** — more relevant, more inspiring and easier to choose!





Introducing Pretty Fly Chicken

MAKE EVERY EATING MOMENT FLY

Pretty Fly Chicken brings **easy, tasty chicken to every moment of the day** — from quick snacks and meal upgrades to everyday dinners and sharing occasions.

Full of flavour, big on enjoyment and easy to love, it brings all these moments together in one recognisable concept.





One brand, four growth opportunities across the day

Pretty Fly Chicken brings four key eating occasions together in one clear concept — built around how shoppers actually eat and designed to make chicken easier to choose and enjoy throughout the day.



TOPPINGS & BOOSTERS

Make everyday meals easier, tastier and more exciting



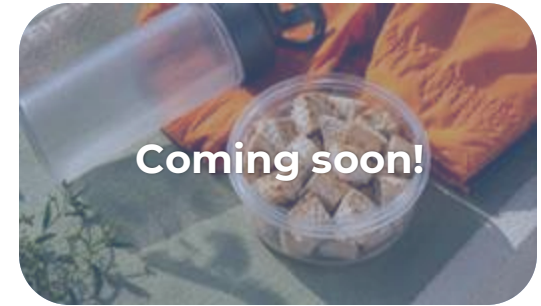
DINNER HEROES

Bring satisfying chicken favourites to the dinner table



SHARE & ENJOY

Make chicken the go-to choice for sharing



SMART SNACKING

Unlock new protein-rich snacking moments



TOPPINGS & BOOSTERS

Our product range





Toppings & boosters

Ready-to-use chicken that turns everyday meals into something better — in seconds.

- Fully cooked and ready to go
- Easy to add to salads, wraps, pasta, rice dishes and bowls
- Non-coated, boneless and lightly seasoned

Make everyday meals easier, tastier and more exciting!

EAT IT YOUR
WAY! HOT
OR COLD



Toppings & boosters

Versatile, **ready-to-use** chicken components that make salads, wraps, pasta, rice or loaded dishes quicker, richer and more complete.



250g

Roasted Fillet Bites

A subtle roasted seasoning. The neutral base for any bowl or salad.



250g

Hot Roasted Fillet Bites

Spicy marinated chicken with a light roast.



250g

Curry Masala Fillet Bites

Indian style fillet bites with turmeric, cumin and ginger.



200g

Arizona Inner Fillets

Whole inner fillets. Smoky paprika, cayenne and onion.



DINNER HEROES

Our product range





Dinner heroes

Convenient chicken favourites that make everyday dinners easier, tastier and more satisfying.

- Easy to prepare in the oven or air fryer
- Made for quick weekday dinners and easy family meals
- Boneless, coated products — from familiar mild flavours to bold, extra-crispy options

Bring satisfying chicken favourites to the dinner table!



Everyday favourites

Fully cooked chicken meal components that offer **speed, reliability** and broad family appeal for weekday dinners.



100%
Whole
fillet

±480g / 3 pcs

Chicken Schnitzel

Flattened whole fillet in a fine, crunchy crumb.



±400g / 3 pcs

Chicken BBQ Fillets

Marinated fillets without a crumb, with a savoury BBQ flavour.



±375g / 3 pcs

Chicken Patties

Lightly seasoned patties with a mild crumb. Works on a plate or in a bun!



Crispy favourites

Crispy coated chicken products made with **100% fillet** and a lightly fried coating for extra crunch. Perfect for finishing in the **oven or air fryer**, delivering **restaurant-style quality** with maximum crispiness and juiciness.



320g

Buttermilk Inner Fillets

Buttermilk chicken with a light, seasoned coating.



320g

Southern Fried Inner Fillets

Southern-style marinade and coating, seasoned with pepper and garlic.



320g

Hot & Flaming Inner Fillets

A hot and fiery marinade and coating with pepper, garlic and a spicy kick.



320g

Korean Inner Fillets

Korean-style marinade and coating with sweet soy, garlic, ginger and a spicy kick.



325g

Chicken Munchies

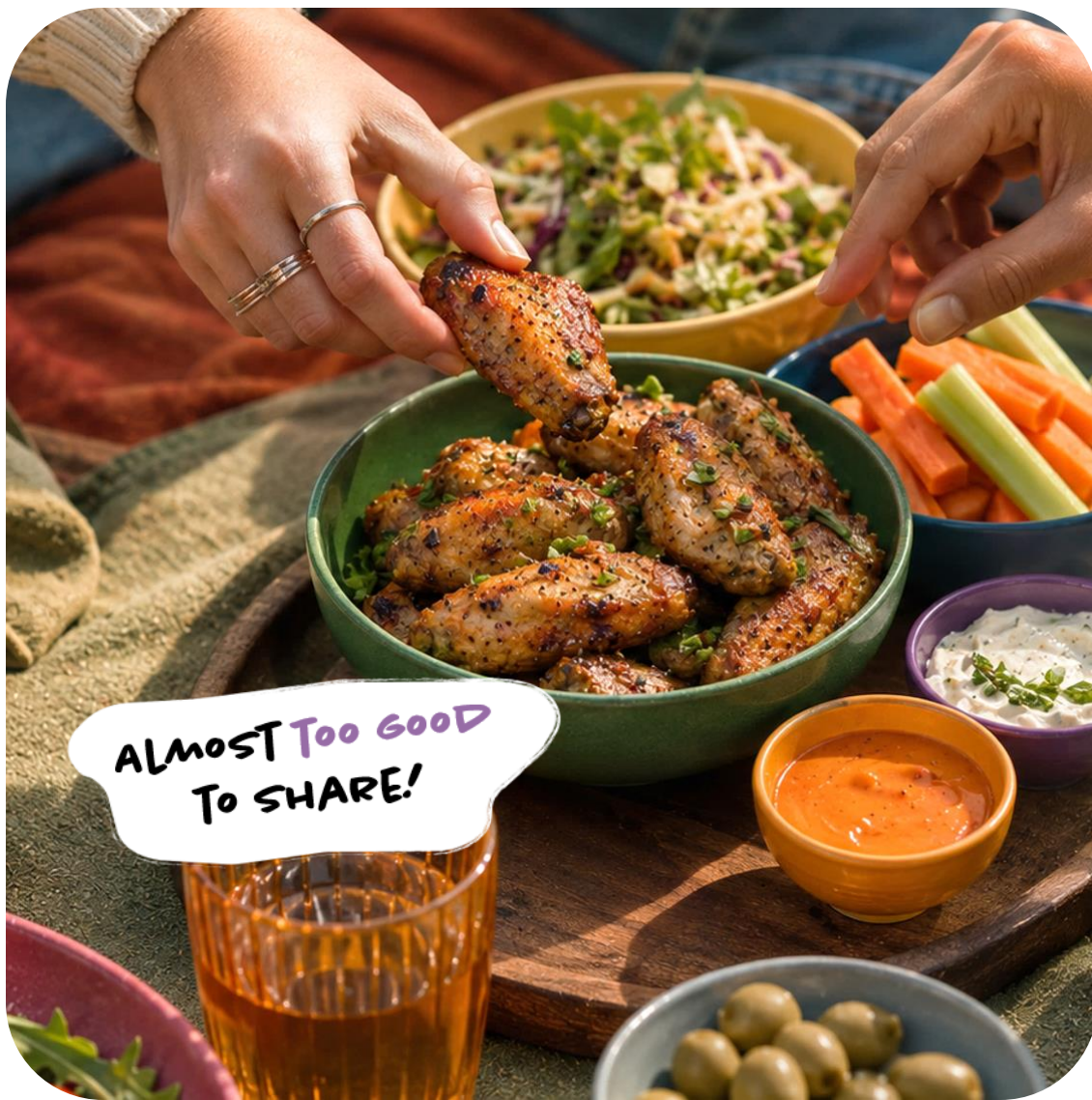
Family-friendly format (bites) for a broad appeal. With paprika, onion and garlic.



SHARE & ENJOY

Our product range





Share & enjoy

Chicken made for moments together — just serve and dig in.

- Fully cooked and ready to share
- Perfect for weekends, casual dinners and get-togethers
- Sharing portions with coated and non-coated, boneless and bone-in chicken

Make chicken the go-to choice for sharing!

SOOOOO
GOOD!



Our sharing selection



400g

Chicken Poppers

Lightly seasoned with a mild peppery coating.



400g

Chicken Fries

Lightly seasoned with a mild, crowd-pleasing coating.



400g

Chicken Chunks

Lightly seasoned with a mild, crowd-pleasing coating.



400g

Chicken Goujons

Lightly seasoned with pepper, garlic and onion.



400g

Karaage Thigh Fillet Bites

Soy, garlic and ginger with a thin, crunchy coating.



Our bucket selection

Big on flavour and made to share. Pick your favourite **wing bucket** and dig in!

**400
GRAMS**

Mild

Marinated with mild, familiar seasoning

Mexican

Marinated with garlic, cumin and oregano

BBQ

Marinated with a rich, savoury BBQ flavour.

Hot & Spicy

Marinated with bold spices for a hot, fiery flavour.

Indian

Marinated with turmeric, coriander, onion, garlic and cinnamon for a warm, aromatic Indian-style flavour.



Why Pretty Fly Chicken?

A stronger, smarter way to build the chicken convenience category.



Clearer choice, stronger shelf. One recognisable identity and clear ranges to make the shelf easier to navigate, understand and shop.



More ways to drive value. Cross-category combinations, meal deals, secondary placements and premium options create additional commercial opportunities.



Ready for what's next! A scalable platform for new products, flavours and formats — without fragmenting the product range.



Packaging options



MAP rPET tray



Bucket with top seal



Flow-pack bag
Frozen section



**MAKE EVERY EATING
MOMENT FLY**

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