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**WAYNE-SANDERSON FARMS REBRANDING FOCUSED ON
SHARED VALUES, FUTURE GOALS OF NEW POULTRY COMPANY**

OAKWOOD, Ga. (September 8th, 2022) – Wayne-Sanderson Farms has unveiled a new brand identity and logo following the recent merger of the two industry leaders. The company's new identifying mark was designed to resonate the shared values and business objectives of what is now the third-largest poultry producer in the nation.



“It’s an exciting time for our company, our employees and our customers,” said Clint Rivers, Wayne-Sanderson Farms president and CEO.

“Bringing two of the best companies in the business together positions us for more sustainable operations, more competitive opportunities and long-term growth for our employees and our business. Our new brand reflects that ambition.”

The new mark is a strong departure from the legacy logos of both former companies, creatively

constructed to reflect their evolution into a unified, cohesive operation with mutual principles and ideals. Retaining the equity both companies have built over decades of reputation-building operation was central to the development of the new company brand.

“Poultry is in everything we do,” said Rivers. “While this rebranding is a big change, our core values and mission haven’t changed. This new logo portrays who we are as a team and what we bring to the market.”

Prior to the merger, both companies held strong market share in distinct categories. Wayne Farms focused on restaurant and foodservice segments while Sanderson Farms enjoyed a strong retail presence. With the integration, Wayne-Sanderson Farms is now positioned to give customers and consumers alike a wide range of product choices by taking advantage of the respective strengths and assets of both companies.

ABOUT WAYNE-SANDERSON FARMS

Wayne-Sanderson Farms is an industry leader and the nation’s third-largest poultry producer, serving customers, consumers and communities with integrity, leadership and responsible farm, workplace and business practices. With a diverse portfolio of products, a strong operating culture and an industry-leading workforce of more than 26,000 people, Wayne-Sanderson Farms owns and operates 23 fresh and further-processing facilities across Alabama, Arkansas, Georgia, Louisiana, Mississippi, North Carolina and Texas. Wayne-Sanderson Farms produces affordable, high-quality poultry products for



retail, foodservice, restaurant, industrial and institutional segments under the brand names of WAYNE FARMS® fresh and prepared chicken; SANDERSON FARMS® fresh chicken; COVINGTON FARMS® fresh and frozen chicken; PLATINUM HARVEST® premium fresh chicken; CHEF'S CRAFT® gourmet chicken; and NAKED TRUTH® premium chicken. For more information visit our website at <http://www.waynesandersonfarms.com>.

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