

Frozen Meals: Lean Cuisine and Life Cuisine

Frozen prepared meals are essential “pantry” items that help consumers feel well, prepared and even a sense of security, a notion that is even more important during a crisis. Lean Cuisine is the #1 trusted nutritional FPM Brand in the US!

Lean cuisine
LIFE cuisine

LEAN CUISINE SINGLE SERVE



#1 sales in U.S.



#2 sales in U.S.



#3 sales in U.S.



#4 sales in U.S.

8-10 oz

LIFE CUISINE SINGLE SERVE



NEW



NEW



NEW



NEW

Low carb, gluten free and high protein options.

LEAN CUISINE CLUB CHANNEL

4 Packs






Nestlé Good food, Good life

Lean cuisine



BRAND PERFORMANCE

Lean Cuisine Outpacing Category Growth

\$694MM Powerhouse Brand

#1 Trusted Nutritional FPM Brand

269MM Meals Consumed Annually

	\$ SHARE
LEAN & LIFE CUISINE	32.12
HEALTHY CHOICE	28.41
AMY'S	18.37
WEIGHT WATCHERS	5.91
ATKINS	3.06
AO	12.13

Source: IRI Unify Geography: Total US - Multi Outlet + Conv Time: L52 WE 12-12-21

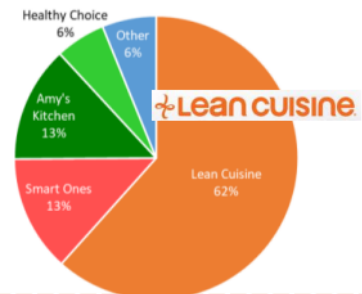


ONLINE SALES

Lean Cuisine Critical to eCommerce Growth

#1 Highest Share of Search
position across Nutritional Meals eComm

Share of Branded Search -
Nutr Meals



THE CONSUMER

The Lean Cuisine consumer over indexes with retired females aged 65 and older

Household Demographics & Behavior



Boomers and Seniors



Female



Income level spans equally across spectrum



Single, no children