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## **Johnsonville® Introduces New Applewood Smoked Chicken Apple Split Sausage**

### *New Chicken Product Offers Customers Better-For-You Sausage Options*

(June 12, 2018) Sheboygan Falls, Wisconsin - Johnsonville, America's No.1 sausage brand\*, is introducing a new Applewood Smoked Chicken Apple Split Sausage for customers seeking a better-for-you sausage option without compromising on flavor. The new naturally smoked chicken sausage has real pieces of apple, about half the fat and calories of a pork sausage, and is the first chicken sausage in Johnsonville's Smoked Sausage line for foodservice customers.

In recent years, chicken sausage has gained popularity and prominence on menus. According to Datassential Menu Trends, chicken sausage on menus has grown 106% from 2007 to 2017, and apple chicken sausage has grown on menu options by more than 26% from 2013 to 2017. Given the versatility of chicken, and the sweet and savory flavor profile that chicken apple sausage provides, this new product offers premium, on-trend culinary ingredient for customers to add to their menus.

The split format of the Applewood Smoked Chicken Split Sausage is an ideal addition for summer menus, perfect for sandwiches, panini, eggs benedict, and breakfast sandwiches. The pre-split butterflied sausage link allows for more versatility in the kitchen, fits on a variety of bread carriers, and provides a new experience for customers seeking interesting menu offerings. Chicken sausage is a great way to lighten dishes while also offering a satisfying protein that is lower in calories and fat. Being free of gluten and MSG, the Applewood Smoked Chicken Split Sausage also fits the lifestyle choices of today's consumers.

"Our new Applewood Smoked Chicken Split Sausage was made to help operators introduce better-for-you foodservice options with the help of a new and exciting flavor," said Sarah Babb, Johnsonville's director of foodservice marketing. She adds, "Johnsonville makes it easy to indulge your customers' growing appetite for smoked flavors and on-trend culinary ingredients but also keep up with consumers' desire for healthier options."

The new Applewood Smoked Chicken Apple Split Sausage is part of Johnsonville's Smoked Sausage collection. The Smoked Sausage collection features select Johnsonville smoked sausages, such as the Bourbon BBQ, Polish Kielbasa, Smokey Cheddar and Hot Link. Johnsonville's smoked pork sausages are uniquely seasoned and naturally smoked with hardwood chips for bold flavor.

The fully-cooked, skinless links and split links are great for breakfast, lunch, dinner, snacking and combo meals.

Like all Johnsonville products, the Applewood Smoked Chicken Apple Split Sausage is made with the operator's convenience in mind, frozen for storage convenience, and available 10 lbs. to a case. For more information, call Johnsonville customer-service representatives at (800) 837-5391, or visit [foodservice.johnsonville.com](http://foodservice.johnsonville.com).

**About Johnsonville® LLC**

*Wisconsin-based Johnsonville is the No. 1 national brand of brats, Italian sausage, smoked-cooked links and fresh breakfast sausage patties and links. Known and trusted in 40 countries around the world, Johnsonville collaborates with their customers to develop new menu ideas which entice and satisfy today's increasingly sophisticated foodservice patrons. Founded in 1945 by the late Ralph F. and Alice Stayer, Johnsonville continues the tradition of legendary flavor with their 19th-century Austrian family recipe. The company remains privately owned today.*

*For additional Johnsonville company information, the latest products, culinary concepts and more visit [www.foodservice.johnsonville.com](http://www.foodservice.johnsonville.com).*

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