

McLane Company to Feature Award-Winning New Products and Innovation at 2025 NACS Show

Premium chicken program, HiBird, and McLane Fresh product line extensions offer turnkey solutions for convenience store retailers.

TEMPLE, Texas--([BUSINESS WIRE](#))--[McLane Company Inc.](#), one of the nation's largest distributors and a trusted partner to leading retail and restaurant brands, is showcasing a variety of new products and line extensions at this year's NACS Show, starting tomorrow and running through October 17 in Chicago. McLane will feature its latest innovations in retail foodservice, including HiBird, its award-winning premium chicken program designed for convenience stores.

[HiBird](#), part of the McLane Fresh family of brands and designed to meet rising consumer demand for high-quality foodservice in convenience retail, brings an easy-to-execute lineup of chicken sandwiches, chicken strips, potato wedges and white cheddar mac and cheese. Alongside the program's signature sauce, eventgoers will have the opportunity to sample a new limited time offer (LTO), a Korean Style BBQ sauce created alongside Heinz®.

"NACS is an important moment for our industry, and we're proud to highlight how McLane is leading with innovation, operational excellence and retailer-focused solutions," said Vito Maurici, chief customer experience officer for McLane. "From our fresh foodservice programs and private label offerings to technology advancements and supply chain visibility, we're bringing forward the best of McLane to help our retail partners grow."

Prendisimo, McLane's pizza program designed for c-stores, will debut its personal size seven-inch pizza as a new line extension, available for sampling and ordering. Additionally, Fresh Meal Kits, a new solution offered under McLane Fresh, will be on display.

McLane will also spotlight newly refreshed offerings from its private label subsidiary, Consumer Value Products (CVP), at the expo, including:

- YUMBEEES – assorted hard, gummy and chewy candies
- Divinely Sweet – mini cookies in a convenient on-the-go cup
- Beau Dacious – award-winning premium upcycled dog treats and dog toys
- Hometown Market Car Cups – convenient snack cups for c-store shoppers on the go

Attendees at this year's expo can visit McLane's booth S5714 to sample new product launches. They'll have the opportunity to connect with teammates from McLane's Center

for Category Innovation and its award-winning planogram design team, which includes expert category managers and merchandising analysts. Sales teammates will be on hand to share the latest product deals, and technology experts will showcase innovative solutions.

McLane offers customizable solutions for retail and restaurant customers, from ordering and fulfillment to equipment and in-store merchandising, aimed at eliminating barriers to entry for smaller retailers and solving logistical challenges for large chains. To learn more about McLane and its retail, restaurant and e-commerce solutions, visit mclaneco.com.

About McLane

Founded in 1894, McLane Company Inc. is one of the largest distributors in America, serving convenience stores, mass merchants, and chain restaurants. As an industry-leading partner to the biggest retail and restaurant businesses, McLane buys, sells, delivers, and serves the world's most beloved brands. With headquarters in Temple, Texas, McLane has more than 80 distribution centers across the country, employs more than 25,000 teammates, and delivers to nearly every zip code in the U.S. McLane is a wholly owned subsidiary of Berkshire Hathaway, Inc.

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