



- Advertisement -

Kroger bolsters single-serve salad offerings

[FiveStar Gourmet Foods](#) accelerated its substantial growth trajectory with expanded reach by partnering with Kroger to offer Simply Fresh Salads across the US., including Ralphs stores on the West Coast.

Kroger recently reported strong second quarter earnings, a 5.8 percent sales increase excluding fuel compared to the same period last year, driven by its Leading with Fresh strategy, which continues to position the retailer as a leader in fresh.

“Our consistent performance underscores the resiliency and flexibility of our business model, which enables Kroger to thrive in many different operating environments,” said Rodney McMullen, CEO of The Kroger Co. “We are applying technology and innovation to improve freshness, grow Our Brands, and create a seamless shopping experience so our customers can get what they want, when and how they want it, with zero compromise on quality, selection and affordability.”

Kroger continues to set a high standard in offering quality, fresh produce for consumers and looks to align with supply partners which have a proven track record of success, like FiveStar Gourmet Foods. Producing for over two decades, FiveStar brings the level of expertise to achieve and sustain category leadership and growth, setting the pace for the large convenience salad category within the produce department.

“We know what it takes to lead in this space,” said Tal Shoshan, CEO of FiveStar Gourmet Foods. “With over two decades of expertise in bringing new, unique innovation to the fresh prepared meal and salad categories, we have curated our offerings to exceed expectations in both taste and quality for retailers like Kroger — and ultimately for the consumer too.”

The addition of the Simply Fresh Salads premium line within the Kroger system demonstrates its commitment to growth in the premium, convenience salad set, which has been building for years, thanks to FiveStar’s expertise in bringing tried and true offerings and trend-setting recipes. Simply Fresh Salads are produced in FiveStar’s state-of-the-art facilities that are USDA and SQF Level 3 certified.

The launch includes six premium Simply Fresh Salads:

**Santa Fe Style Salad with Chicken**

Romaine lettuce topped with seasoned antibiotic-free chicken, roasted corn and red peppers, flavorful Cheddar and Jack cheeses, and crunchy tortilla strips then finished with FiveStar’s signature house-made creamy Sun-Dried Tomato Chipotle Dressing.

**Deluxe Caesar Salad with Chicken**

Two portions of seasoned antibiotic-free chicken with romaine lettuce, aged Parmesan cheese, fresh tomatoes, and crunchy multigrain croutons, along with FiveStar’s house-made Creamy Garlic Caesar Dressing.

**Gourmet Caprese Salad with Fresh Mozzarella**

Tender Baby Spring Mix greens, fresh tomatoes and creamy mozzarella cheese pearls, all topped

---

with FiveStar's house-made Balsamic Dressing.

### **Ultimate BLT Salad with Chicken**

Crisp romaine lettuce, antibiotic-free chicken, bacon crumbles, tomatoes, sea salt bagel chips and topped with a classic house-made creamy Ranch Dressing.

### **Antipasto Salad with Salami**

Genoa salami, provolone cheese, pepperoncini, olive mix, and multi-grain croutons on a bed of Spring Mix greens. Top it with FiveStar's house-made Red Wine Vinaigrette.

### **Blueberry Walnut Salad with Grilled Chicken**

Features grilled antibiotic-free chicken, fresh Spring Mix, dried berries, feta cheese, crunchy walnuts, and a sweet and spicy house-made Mango Vinaigrette.

The entire line of Simply Fresh Salads brings fresh, bold and dynamic colors to grab consumers' attention. These premium salads feature signature salad dressing recipes made in-house, and fresh, unique flavors to keep them coming back for more.

"FiveStar continues to meet the increased demands of consumers looking for healthy, premium pre-packaged single-serve salads by offering Simply Fresh Salads in highly regarded retailers like Kroger," said Shoshan. "With retailers placing a significant focus on fresh foods and even expanding space to accommodate, we are ready to deliver our top-selling salads to enhance store differentiation strategies."

[Print](#)