# Perdue Farms launches 400-product shoppable Store Locator

### CHALLENGE

Perdue Farms wanted a primary store locator on their website that covered all 400 of their UPCs and upgraded their shoppability.

#### SOLUTION

Perdue moved off of PriceSpider and partnered with Pear to scan their UPCs and enable a fully shoppable Store Locator.

	PER	DUE.		
PRODUCT				
Food				
COMPANY TYPE				
Established				
PEAR SOLUTION				
Store Locator		ect   Recipe	s	
- 14-				
PERDUE NO ANTIBIOT	E	ROUL HODUCTS BLOG		×
IN-STORE BUY ONLINE	CONTRACT WHAtherd St	ILLINOIS 60654, UNI		
1 S STATE ST. CHICAGO, IL, 60803		TAP TO SELECT PROI	DUCTS OR A CATEGORY. Perduell	
0.2 MI 9 PRODUCTS FOUND	Baud47	Perduelli Fresh Cuta" Perduelli Whole Tarkey	Perduell Turkey Wings Perduell Chicken Wings	-
MARIANO'S 333 E BENTON PL CHICAGO, IL 8080	a Contract Barrier	Perduell Whole Chicken	Perduel8 Ground Turkey	
0.3 MI	Law Party	Perduell Simply Smarth Perduell Turkey Dreasts	Penduett Chicken Chunks Penduett Ground Chicken	
IS PRODUCTS FOUND		Perduel® Turkey Nuggets	Perduell Chicken Breasts Perduell Chicken Sausage	
15 PRODUCTS FOUND	telleda CHICALO (O)			
IS PRODUCTS POUND		Perdue® Chicken Nuggets Perdue® Burgers & Patties	Perduell Chicken Sausage Perduell Chicken Strips & Tenders	1
15 PRODUCTS FOUND				
15 PRODUCTS FOUND           11 WHOLE FOODS           255 8 GRAND AVE, CHICAGO, IL, 606           0 RH           3 PRODUCTS FOUND           I SEWEL-OSCO	1. B.	Perduett Burgers & Pattles Parduett Presh Cuts* Chicken Breasts	Perduell Chicken Strips & Tenders Perduell Chicken Parts & Combo	
IS PRODUCTS FOUND WHOLL FOODS S S GRAND AVE, CHICAGO, IL, 606 G B H PRODUCTS FOUND S DROUCTS FOUND S DROUCTS FOUND S DROUCTS CHICAGO, IL, 60654 D DROUCTS TO CHICAGO, IL, 60654		Perduell Burgers & Patties Perduell Fresh Cuts* Chicken	Perduell Chicken Strips & Tenders Perduell Chicken Parts & Combo Packs	
IS PRODUCTS FOUND  WHOLE FOODS  BESE 8 GRAND AVE, DIRICAGO, B, BOB C 6 PI 3 PRODUCTS FOUND  D SEVEL-OSCO  FO N STATE SC CIRCAGO, IL, BOBSE	1. B.	Perduett Burgers & Pattles Parduett Presh Cuts* Chicken Breasts	Perduell Chicken Strips & Tenders Perduell Chicken Parts & Combo Packs	
II PROJECT FOUR		Persbell Burgers & Putters Parsbell Fresh Cuts** Dicken Breather B	Perduell Chicken Strips & Tenders Perduell Chicken Parts & Combo Packs	
IS PRODUCTS FOUND WHOLL FOODS S S GRAND AVE, CHICAGO, IL, 606 G B H PRODUCTS FOUND S DROUCTS FOUND S DROUCTS FOUND S DROUCTS CHICAGO, IL, 60654 D DROUCTS TO CHICAGO, IL, 60654		Perduett Burgers & Patties Parduett Fresh Cuts* Chicken Breasts	Penduel Cinckes Dirps & Tenders Penduel Cinckes Paris & Combo Pacilia ()	
	Survey States	Helser Roger & Fatter Pridad Touch Touch	Periodi Choles Bios & Teneri Periodi Choles Pis & Canlo Periodi Periodi Choles Pis & Canlo Periodi Choles Pis & Canlo Pisto Periodi Choles Pisto Periodi Choles Pisto Pi	
EL RESOLUTION EL RESOLUTION RELATIONAL RELATIONAL EL RELATIONAL EL RELATIONAL EL RELATIONAL REL		Peider Bruger & Dette Peider Brug Gar Volker Brug Brug Brug Brug Brug Brug Brug Bru	Preter Onder Breit Freier Preter Onder Pret Conte Pols	
EL RESOLUTION EL RESOLUTION RELATIONAL RELATIONAL EL RELATIONAL EL RELATIONAL EL RELATIONAL REL		Peider Bruger & Dette Peider Brug Gar Volker Brug Brug Brug Brug Brug Brug Brug Bru	Periodi Choles Bios & Teneri Periodi Choles Pis & Canlo Periodi Periodi Choles Pis & Canlo Periodi Choles Pis & Canlo Pisto Periodi Choles Pisto Periodi Choles Pisto Pi	
EL RESOLUTION EL RESOLUTION RELATIONAL RELATIONAL EL RELATIONAL EL RELATIONAL EL RELATIONAL REL		Peider Bruger & Dette Peider Brug Gar Volker Brug Brug Brug Brug Brug Brug Brug Bru	Preter Onder Brief Tener Preter Onder Prot Carlos Pols	
EL RESOLUTION EL RESOLUTION RELATIONAL RELATIONAL EL RELATIONAL EL RELATIONAL EL RELATIONAL REL		Peider Bruger & Dette Peider Brug Gar Volker Brug Brug Brug Brug Brug Brug Brug Bru	Preter Onder Brief Tener Preter Onder Prot Carlos Pols	
EL RESOLUTION EL RESOLUTION RELATIONAL RELATIONAL EL RELATIONAL EL RELATIONAL EL RELATIONAL REL		Peider Bruger & Dette Peider Brug Gar Volker Brug Brug Brug Brug Brug Brug Brug Bru	Preter Onder Brief Tener Preter Onder Prot Carlos Pols	
EL RESOLUTION EL RESOLUTION RELATIONAL RELATIONAL EL RELATIONAL EL RELATIONAL EL RELATIONAL REL		Peider Bruger & Dette Peider Brug Gar Volker Brug Brug Brug Brug Brug Brug Brug Bru	Preter Onder Brief Tener Preter Onder Prot Carlos Pols	
EL RESOLUTION EL RESOLUTION RELATIONAL RELATIONAL EL RELATIONAL EL RELATIONAL EL RELATIONAL REL		Peider Bruger & Dette Peider Brug Gar Volker Brug Brug Brug Brug Brug Brug Brug Bru	Preter Onder Brief Tener Preter Onder Prot Carlos Pols	
EL RESOLUTION EL RESOLUTION RELATIONAL RELATIONAL EL RELATIONAL EL RELATIONAL EL RELATIONAL REL		Peider Bruger & Dette Peider Brug Gar Volker Brug Brug Brug Brug Brug Brug Brug Bru	Preter Onder Brief Tener Preter Onder Prot Carlos Pols	· · · · ·

#### RESULT

After successfully implementing their Store Locator, which allows shoppers to filter by product and shop directly from the Store Locator at their preferred retailer, Perdue is now redesigning their website to be more shoppable. They are incorporating existing onsite shoppable solutions, as well as pushing to incorporate media (i.e. <u>Pear</u> <u>Connect</u>) into their marketing strategy.



## Reach more consumers. Grow your brand.

Curious how Pear can help your brand unlock real results at retail?

#### Book your demo today >