



Proofing Guide

Perdue

GENERAL PROOFING NOTES:

- Avoid using the Oxford/serial comma
- Perdue should be in all caps and with a registration mark, i.e. PERDUE®, when it's used as Perdue the brand. In this instance it's likely describing something.
 - For example: PERDUE® Chicken Breasts, PERDUE® Chicken, etc.
- Perdue should be used with initial caps and no registration mark when referring to company.
 - For example: Perdue's animal care practices. Perdue makes the best chicken.

REFERENCE GLOSSARY:

A

B

C

D

E

F

G

H

I

J

K

L



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Perdue

M

N

No Antibiotics Ever

O

P

PERDUE® CHICKEN PLUS®

PERDUE® FRESH CUTS®

PERDUE® HARVESTLAND®

PERDUE® RESERVE™

PERDUE® SHORT CUTS®

PERDUE® SIMPLY SMART®

PERDUE® THANKSNUGGETS®

Q

R

S

I

U

V

W



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X

Y

Z

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