



**A brand that retailers rely on,
and customers come home to.**



A New England favorite for generations, Willow Tree is taking steps to introduce the brand to a much wider audience throughout the entire Northeast, including stores in New York, New Jersey and Pennsylvania. Yet wherever it goes, from the deli counter to the pre-pack case to the freezer aisle, Willow Tree continues to be synonymous with comfort foods, quality and value.

For more information about Willow Tree and its products,
visit us online at willowtreefarm.com

or call us at 800-762-4425.



Circa 1965



Circa 1973

**Feeding New England's families
comfort food of the highest quality
for generations.**

The Willow Tree Story

is a home-made, feel-good story. It begins when Chet and Eileen Cekala bought Willow Tree Poultry Farm, formerly an egg farm.

Fortunately, the egg business was soon history.

Instead, chicken pies were the order of the day, selling like hotcakes out of the Willow Tree processing plant and satisfying the appetites of families craving comfort food even before they knew what "comfort food" was.

At first, the Cekalas sold Willow Tree Chicken Pie exclusively in

Willow Tree's retail store (still a local landmark and bustling center of commerce in Attleboro, MA). But positive word of mouth

led inevitably to local distribution, and area grocery chains

stocked up on Willow Tree Chicken Pies.



Circa 1965



Each Willow Tree chicken pie

contains almost twice as much chicken as the USDA requires. That's freshly cooked chicken breast meat pulled from the bone – just like you would at home. Willow Tree's Chicken Pie gravy – made from scratch – comes from a recipe so good it has never, ever changed.

Its flaky, crunchy crust is also made from scratch.

Today, to satisfy a new generation of customers, Willow Tree also offers Willow Tree Chicken Pie with Classic Vegetables and Willow Tree Chicken Pie with Red Bliss Potatoes.

**Willow Tree Chicken Pie:
A very special entrée
from the very beginning.**





In 1974,

Chet Cekala developed the recipe for Willow Tree's mouth-watering chicken salad. Made daily with the same fresh chicken that fills Willow Tree Chicken Pies, it sold very briskly at the retail store for more than a decade, but literally took off when Chet's son Wally persuaded the family to sell it wholesale to independent delis locally. Today, Willow Tree Chicken Salad is available in every major grocery store chain throughout New England as well as in hundreds of independent retailers.



**Willow Tree Chicken Salad:
A proud "family member"
since 1974.**





At Willow Tree,

delicious premium, white-meat chicken pies and chicken salad are still carefully prepared by hand. In fact, Willow Tree processes over 13 tons of chicken every single day. That's enough to fill nearly two trailer trucks. Clearly, managing production on this scale – while maintaining the highest quality standards – is a big job. To align with new-market expansion and increasing demand for its products, Willow Tree has invested heavily in upgrading and renovating its production facility and processes. From operations to administration to distribution, Willow Tree continues to raise the bar for quality – *without missing a step.*

A commitment to the highest quality.





Sold Here!
 Premium White Meat
Chicken Salad
 Always Fresh!
 Always Delicious!

Willow Tree poultry farm
 Gotta love The Tree™

0 Grams Trans Fat per serving
 No Preservatives

When Deliciousness is your GOAL!!!

Any time is the right time to make our Chicken Salad! You'll find it right here in your favorite supermarket or deli.

And don't forget delicious, easy-to-prepare... Available in your...



Willow Tree poultry farm
 Gotta love The Tree™

Premium White Meat
Chicken Salad

0 Grams Trans Fat per serving
 No Preservatives

Willow Tree poultry farm
 Gotta love The Tree™

Premium White Meat
Chicken Pie

No artificial ingredients
 No preservatives

Dedicated to superior customer service.

As good as our products are,

we realize that our retailers need constant support to be successful. That's why the company offers the best customer service in the business. From attractive in-store merchandising signage and displays to online retailer support and consumer promotions, Willow Tree sees to it that its customers win – *and win consistently* – at checkout.



Willow Tree poultry farm
 Gotta love The Tree™

Contact Us
 Find a Store

ABOUT US PRODUCTS WHERE TO BUY WILLOW TREE MEDIA / EVENTS WHOLESALERS

Save with
Online COUPONS
 Click Here!

Proudly Served
AT MCGOY STADIUM

For nearly 60 years now, Willow Tree Farm of Attleboro, Massachusetts has been feeding New England's families comfort food of the highest quality. Our delicious premium white meat chicken pies and chicken salad are still prepared by hand, and enjoy a fiercely loyal and distinctly devoted following. If you haven't yet experienced the goodness of Willow Tree, you owe it to yourself to try some today. Enjoy!



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