

NEW



Vegetable Sticks

McFarling No. 62058

What Is A Battered Vegetable Stick?

- A delicious medley of Grade A vegetables (Corn, Green Beans, Carrots, and Onions) mixed and coated in a light, crispy batter
- Vegetarian and easy to prepare – just fry or bake and serve
- Great as a side order in place of French Fries or steamed vegetables and goes well with a variety of dips (i.e. Ranch, Sweet and Sour, and Buffalo Sauce)

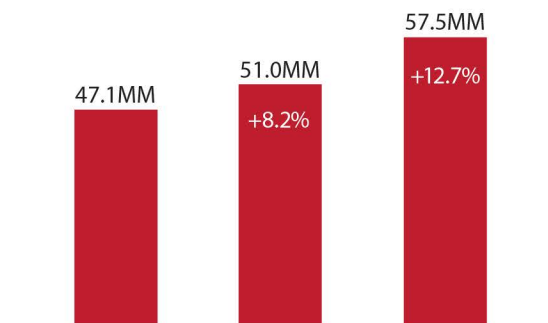
Why Coated Vegetables?*

- Consistent Foodservice Growth (up 12.7% vs. YA)
- Especially growing in Bar and Grill FSR (up 12% vs. YA) and Hamburger QSR segments (up 107% vs. YA)
- Bite sized vegetable snacks are convenient, craveable, and on-trend

Profit Calculator

OPERATOR PROFITABILITY MODEL	
Battered Vegetable Sticks	
Pieces per case	240
Servings per case	24
Piece size (oz)	0.08
Price per piece	\$0.10
Pieces per serving	10
Price per serving	\$1.00
Sides/Sauce/Garnish*	\$1.00
Total Plate Cost	\$2.00
Menu Price	\$7.99
Contribution per plate	\$5.99
Food Cost	25.03%
PROFIT per case	\$284.80

Coated Vegetables Growth – LBS*



*Source: NPD SupplyTrack, 12 months ending Apr 2018

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NEW! BATTERED VEGETABLE STICKS

PRODUCT	DESCRIPTION	APPETIZERS	SALADS	ENTREES	VEGETARIAN	PACK	EACH	QUANTITY PER CASE	NET WEIGHT	SUGGESTED
Battered Vegetable Sticks 240720	A delicious medley of Grade A vegetables (Corn, Green Beans, Carrots, and Onions) mixed and coated in a light, crispy batter.	✓	✓	✓	✓	6/2# bags	08 oz.	240 pcs.	12 lbs.	4 pcs.

Visit AjinomotoWindsorTools.com for online tools, websites, social media, apps, and more!

Eat Well, Live Well.



NEW



Vegetable Sticks



BUY ONE, GET ONE OFFER

IMPORTANT

**SEND TO: Coupon Processing Center
1007 South Melrose Street
Placentia, CA 92870**

- Attention: Rod Turner

Attach copy of invoice when sending in this qualification form.

Offer valid from July 1, 2018 - March 31, 2019

PURCHASE UP TO SIX CASES AND GET UP TO THREE OF THOSE CASES FREE

240720 Fred's® Vegetable Sticks

McFarling No. 62058 APP BATT VEG STICKS 6/2LB EACH

*Operation or Establishment Name _____

*Address _____

*City _____ *State _____ *Zip _____

*Phone _____ E-Mail _____

*Preferred Distributor _____ **Required information*

Place label here with Sales Rep Name, Broker Name, Address & Phone Number

TYPE OF ESTABLISHMENT (check one)

- Caterer
- Convenience Stores
- Deli
- Drinking Places
- Hotel/Motel
- Recreation/Entertainment
- Retail Store
- Bakery Store
- Specialty Coffee Shops
- Family/Casual Dining
- Fine Dining/Dinner House
- Fast Food (Quick Service)
- Cafeteria
- Ethnic/Theme/Specialty Rest.
- College/University
- Correctional Institution
- Employee Feeder (B&I)
- Hospital
- Nursing Home/Care Facility
- Schools (K-12)
- School District (K-12)
- Vending
- Other Food Service

KEY CONCEPT OR THEME (check one)

- Mexican
- Italian
- Steak House
- Pizza
- Asian
- Traditional American
- Seafood
- Other _____

I am directly responsible for food purchasing. I will make a recommendation to the person who is directly responsible for purchasing.

Please attach invoice that shows products purchased and amount paid. This offer is good only for the items referenced in this coupon. Buy two cases, get one free, buy four cases, get two free, buy six cases, get 3 free. Free cases paid on lesser priced items. Any assortment of the items listed in this coupon are valid for this rebate. Only one coupon valid per establishment. Maximum redemption value per coupon \$250. This offer is not valid on cases for resale. Chains or affiliated groups must participate on an individual basis. Offer may not be combined with any other promotional offer. Coupon void where taxed, prohibited or restricted. Offer good only in the USA. Please allow 4-6 weeks for processing. Velocity reports will only be accepted as proof of purchase when submitted by an operator. **Claims must be postmarked by April 30, 2019**

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