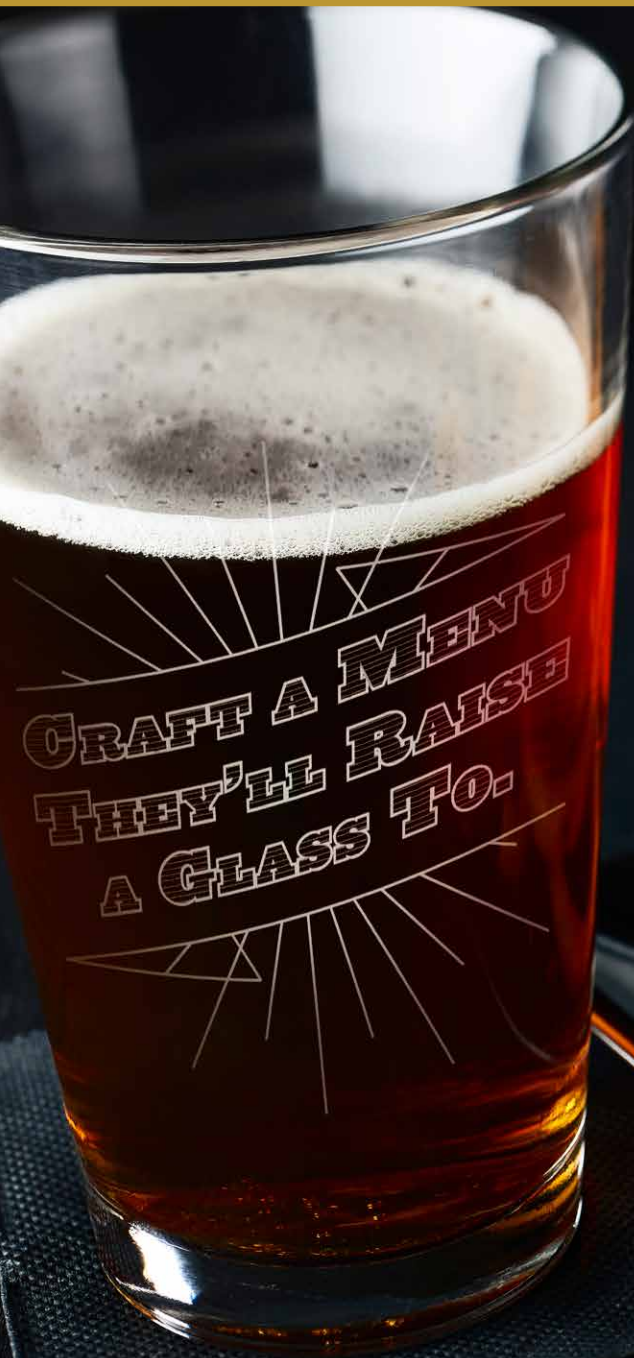




Craft Your Legacy.™



Brew City® IPA Beer Battered Onion Rings (1000005935)



**CRAFT BEER BATTERED FAVORITES
NOT ONLY RAISE GLASSES.
THEY RAISE CHECK AVERAGES, TOO.**

HERE'S TO TOAST-WORTHY GUEST EXPERIENCES.

People love craft beer. And they love food. In fact, 71% of consumers look for complementary foods when choosing a craft beer at restaurants and bars! With three decades of experience pouring our hearts and 100% premium craft beer into *Brew City*® products, we're proud to offer the largest beer-battered lineup that perfectly complements any craft brew selection.



Craft Beer Batter

CRAFTSMANSHIP

1 Always made with 100% real craft beer to deliver balanced flavor and ideal crispness that works across the menu with your signature creations.



LEADERSHIP

2 The largest portfolio of beer-battered products, tools and support help you tap into any menu opportunity.



PARTNERSHIP

3 Products and culinary support pair perfectly with whatever you have on tap, driving check averages through food and beer.



BRING FOOD & BEER PAIRINGS TO LIFE.



Learn how the flavor profiles of craft brews complement or contrast menu items in order to build a pairings menu that makes every experience even more mouthwatering.



DOWNLOAD
The App
to Your Device



SCAN
The Coaster Image
to the Right --->



EXPERIENCE
True Beer Food
in Augmented Reality



The McCain® True Beer Food App is available in the Apple App Store and Google Play Store.



FOOD THAT MAKES BEER **EVEN BETTER.**

Crunchy texture. Bold, on-trend flavor. Crafted quality. *Brew City*® craft beer battered favorites complement popular craft beers with ideal flavor to create better guest experiences.

INSPIRE YOUR MENU



IPA RING TOSS

Which sauce is best? It's a toss up! *Brew City* IPA Beer Battered Onion Rings served with beer-cheese, chipotle ranch and orange marmalade satisfy the whole table.

TOTAL PLATE COST*: \$2.20

MENU PRICE: \$7.99

POTENTIAL PROFIT: \$5.49

Brew City® IPA Beer Battered Onion Rings (1000005935)

PAIR WITH IPA

With IPA in the batter, these onion rings immediately tie together with an IPA on draft. The bitterness in the beer cuts through the breading to elevate the dish.



FISH 'N' CHEESE BITES

A battered cod sandwich is topped with crunchy slaw, creamy tartar sauce and sweet & tangy honey mustard. Served with *Brew City* IPA Beer Battered Gouda & Mozzarella Bites for a unique twist on classic fish & chips.

TOTAL PLATE COST*: \$4.53

MENU PRICE: \$13.99

POTENTIAL PROFIT: \$9.46

Brew City® IPA Beer Battered Gouda & Mozzarella Cheese Bites (1000006814)

PAIR WITH AMBER ALE

A dish full of rich flavors is balanced by the subtle hops of a smooth amber ale.



DEBRIS FRIES

Crispy beer battered fries are piled high with flavor—tender, shredded pot roast, spicy red jalapenos, shredded Cheddar-Jack cheese and rich brown gravy.

TOTAL PLATE COST*: \$2.45

MENU PRICE: \$8.99

POTENTIAL PROFIT: \$6.54

Brew City® *Bottle Neck*® Ridge Steak Fries (BC1197)

PAIR WITH PALE ALE

Hoppy bitterness highlights the bright flavors while the malt balances out the spiciness and richness of the cheese and gravy.



*Based on approximate total plate food costs, including average distributor markup.

ENTICE MORE ORDERS



Drive traffic and check averages with customizable front-of-house merchandise support.

Visit BrewCityMerch.com to order today!

Visit www.McCainUSAFoodservice.com/BrewCity for inspiring menu ideas, beer pairings and promotional support.

MEET THE CAREFULLY CRAFTED LINEUP.

Every *Brew City*[®] product is made with real craft beer batter designed for the perfect crunchy bite and balanced beer flavor guests love.

PRODUCT INFORMATION

Product	Code #	Avg. Ct./Lb. (Cut Size)	Case Pack	Net Gross Weight	Case Cube	Avg. Cost per Piece*	App. Cost per Serving*
Brew City Fries							
Beer Battered Thin Fries	BC100255	(5/16")	6/5 lb. bags	30/32 lbs.	1.36	NA	¢0.63/6 oz. serving
Beer Battered Skin-On Maxi Fries	BC100256	(1/4" x 1/2")	6/5 lb. bags	30/32 lbs.	1.31	NA	¢0.64/6 oz. serving
Beer Battered <i>Bottle Neck</i> [®] Ridge Steak Fries	BC1197	(3/8" x 3/4")	6/5 lb. bags	30/32 lbs.	1.31	NA	¢0.65/6 oz. serving
Beer Battered <i>Wide Mouth</i> [®] Waffle Fries	BC1195	NA	6/4.5 lb. bags	27/29 lbs.	1.57	NA	¢0.68/6 oz. serving
Brew City Onions							
NEW! IPA Beer Battered Onion Rings	1000005935	22-30	4/2.5 lb. bags	10/11 lbs.	0.86	¢0.14	¢1.16/5 oz. serving (4 pieces)
<i>King Rings</i> [®] Beer Battered Onion Rings	70010009	6-11 (>3/4")	4/2.5 lb. bags	10/11 lbs.	0.94	¢0.38	¢1.33/7 oz. serving (3-4 pieces)
Beer Battered Thin Cut Onion Rings	70010010	24-36 (3/8")	6/2.5 lb. bags	15/17 lbs.	1.21	¢0.10	¢0.60/5 oz. serving (6 pieces)
Beer Battered Thick Cut Onion Rings	70010011	16-24 (5/8")	6/2.5 lb. bags	15/17 lbs.	1.21	¢0.15	¢0.60/5 oz. serving (4 pieces)
Beer Battered Onion Straws	70010012	NA	9/2 lb. bags	18/20 lbs.	1.22	NA	¢0.92/5 oz. serving
Beer Battered Pub Rings	70010013	45-75 (3/16")	6/2.5 lb. bags	15/17 lbs.	1.22	¢0.05	¢0.78/4 oz. serving (15-16 pieces)
<i>Hot Scoopers</i> [®] Beer Battered Onion Petals	70010517	48-64	9/2.5 lb. bags	22.5/24 lbs.	1.07	¢0.05	¢0.88/5 oz. serving (16-19 pieces)
<i>Black and Tan</i> [®] Onion Rings	70010677	16-24 (5/8")	6/2 lb. bags	12/13 lbs.	1.03	¢0.19	¢1.24/5 oz. serving (6-7 pieces)
Brew City Cheese & Vegetables							
NEW! IPA Beer Battered Gouda & Mozzarella Cheese Bites	1000006814	22-30	4/3 lb. bags	12/13.04 lbs.	0.60	¢0.24	¢1.96/5 oz. serving (8 pieces)
Beer Battered Monterey Jack Cheese Sticks	70004007	28-33	6/3 lb. bags	18/20 lbs.	0.81	¢0.17	¢1.28/4 oz. serving (7-8 pieces)
Beer Battered Mozzarella Cheese Sticks	70004008	16-21	6/3 lb. bags	18/19 lbs.	0.84	¢0.28	¢1.26/4 oz. serving (4-5 pieces)
<i>Cheddar Pints</i> [®] Beer Battered Cheese Curds	70010597	30-55	4/3 lb. bags	12/13 lbs.	0.60	¢0.12	¢1.38/4 oz. serving (11-12 pieces)
<i>Mac 'N Jack Brew Bites</i> [™] Beer Battered Macaroni & Cheese Bites	1000000516	13-17	4/2 lb. bags	8/9 lbs.	0.51	¢0.29	¢1.45/5.5 oz. serving (5 pieces)
<i>Jalapeño Bottle Caps</i> [®] Sliced Jalapeños	70010518	84-132	6/2.5 lb. bags	15/16 lbs.	0.69	¢0.03	¢0.77/4 oz. serving (24-27 pieces)
Beer Battered Mushrooms	70004012	19-37	8/2.5 lb. bags	20/22 lbs.	1.02	¢0.12	¢1.02/4 oz. serving (8-9 pieces)
Beer Battered Zucchini Slices	70004011	18-36	8/3 lb. bags	24/26 lbs.	1.06	¢0.11	¢0.72/4 oz. serving (6-7 pieces)
Beer Battered Spicy Pub Pickles	70003188	10-17	6/2.5 lb. bags	15/16 lbs.	0.70	¢0.24	¢1.32/6 oz. serving (5-6 pieces)

*Nielsen Craft Beer Insights Poll (CP), June 2017