

Get the Party Going!

With Appetizer Snack Playoff Platters & Party Buckets

Just because the holidays end, it doesn't mean the appetizer fun has to stop! Capitalize on the entertaining and "homegating/couchgating" opportunities with **party-starting appetizer snack platters and pick-em buckets** using your popular McCain® appetizers.

Why Promote Party Platters After the Holidays?

- Homegating/Couchgating is a real concept and one that is growing in trendiness! **For this NFL season, KFC is running an Ultimate Couchgating promotion featuring chicken and potato wedges.**
- Marketing to the "homegater" and improve deli sales through higher rings from appetizer platters/buckets!



While shopping for the big game, what could be better or easier for the host than a nice big platter of appetizers to heat, or a hot & ready bucket of jalapeños and onion rings?



Versatile McCain Appetizers Can Work For a Variety of "Homegating" Solutions:

- **Made-to-Order Catering Trays** - Feature *McCain* appetizers in your catering menus and include as a part of your complete entertaining packages.
- **Bake at Home Trays** - Many *McCain* appetizers can be refrigerated and have conventional oven baking instructions available.
- **Hot 'n Ready Platters & Buckets** - Communicate platter or pick'em bucket options at your hot case and in weekly circulars before the big games.
- **Sack 'o Fresh Chips** - Why let your Fresh Deli customers settle for less than Fresh for their parties? Offer Custom Fresh Chips 1-lb bags as an entertaining alternative to center store solutions.



Make "Homegating" a Total Store Experience

- 1) Use popular *McCain* appetizers to make Your Deli THE "Homegating" destination.
- 2) Entice consumers with eye-catching "Homegating" occasion signage both in the Deli and with beer, soda and chip occasion displays.
- 3) Complete the party with tie-in concepts like creating full party packs with pizza, sandwiches or chicken, or tie in with sports themed cookies, cupcakes or cakes in the bakery to complete full occasion solutions.
- 4) Merchandise local team logo plates, cups and utensils for a one-stop party destination.
- 5) Offer %-off discounts to consumers in local team apparel shopping on game-day.

McCain® “Homegating” Product Recommendations

McCain Item #	Product Description	Refrigerated Shelf Life	Consumer Home Baking Instructions
Cheese			
80003083	Golden Crisp® Breaded Mozzarella Cheese Sticks	5 days	450°F for 9 minutes
70004007	Brew City® Beer Battered Monterey Jack Cheese Sticks	5 days	475°F for 8 to 10 minutes
80010746	Golden Crisp® Mac N Cheese Wedges	5 days	450°F for 3 ½ minutes per side
Jalapenos			
80010550	Golden Crisp® Cream Cheese Stuffed Jalapeños	5 days	450°F for 14 minutes
80010551	Golden Crisp® Cheddar Cheese Stuffed Jalapeños	7 days	450°F for 12 minutes
Onions			
80010234	Golden Crisp® Beer Battered Thick Cut Onion Rings	5 days	425°F for 12 minutes
Sweet Snacks			
15010522	McCain® Sweet Classics® Double Chocolate Brownie Bite	10 days	450°F for 6 to 8 minutes
Potato Sides		Ambient Bagged Shelf Life (after frying)	
MCX05006	McCain® Original 1853 Chips® Fresh Style (6/4lb)	7 days	
100000742	McCain® Original 1853 Chips® Fresh Style (4/4lb – w/3oz bags)	7 days	

Let McCain Assist with Promoting Your In-Store Party Center

Just complete and submit this custom POS creation order form.

1) Pick Your Product Platter/Bucket Photography

Round Tray Product Groupings:

- Onion Rings, Mozzarella Sticks, Cream Cheese Jalapenos
- Onion Rings, Mozzarella Sticks, Cheddar Cheese Jalapenos
- Mozzarella Sticks, Cream Cheese Jalapenos
- Mozzarella Sticks, Cheddar Cheese Jalapenos
- Mozzarella Sticks, Cream Cheese Jalapenos, Brownie Bites
- Mozzarella Sticks, Cheddar Cheese Jalapenos, Brownie Bites
- Onion Rings, Mozz Sticks, Cream Cheese Jalapenos, Brownie Bites
- Onion Rings, Mozz Sticks, Cheddar Cheese Jalapenos, Brownie Bites
- Other: (specify)

Square Tray Groupings:

- Mozz Sticks, Italian Ravioli, Mac N Cheese Wedges, Cream Cheese Jalapenos
- Mozz Sticks, Italian Ravioli, Mac N Cheese Wedges, Cream Cheese Jalapenos
- Other: (specify)

Party Bucket Groupings?

- Mozz Sticks, Onion Rings, Cream Cheese Jalapenos
- Mozz Sticks, Onion Rings, Cheddar Cheese Jalapenos
- Cheddar Nuggets, Onion Rings, Cream Cheese Jalapenos
- Cheddar Nuggets, Onion Rings, Cheddar Cheese Jalapenos
- Other: (specify)

2) Pick Your Headline & Text

- Pick Up Your Playoff Party Tray
- Let Us Handle the Appetizers
- Order Your Tournament Trio Bucket Here
- Other: (specify)
- Additional Sign Text: (specify)

3) Pick Your Format

- Poster, single sided
- Easel back counter card
- Hot case cling
- Other: (specify)

4) Indicate Quantity Needed:

_____ (50 min)

5) Date Needed

By: _____ (allow 3 – 4 weeks)

6) Ship to:
