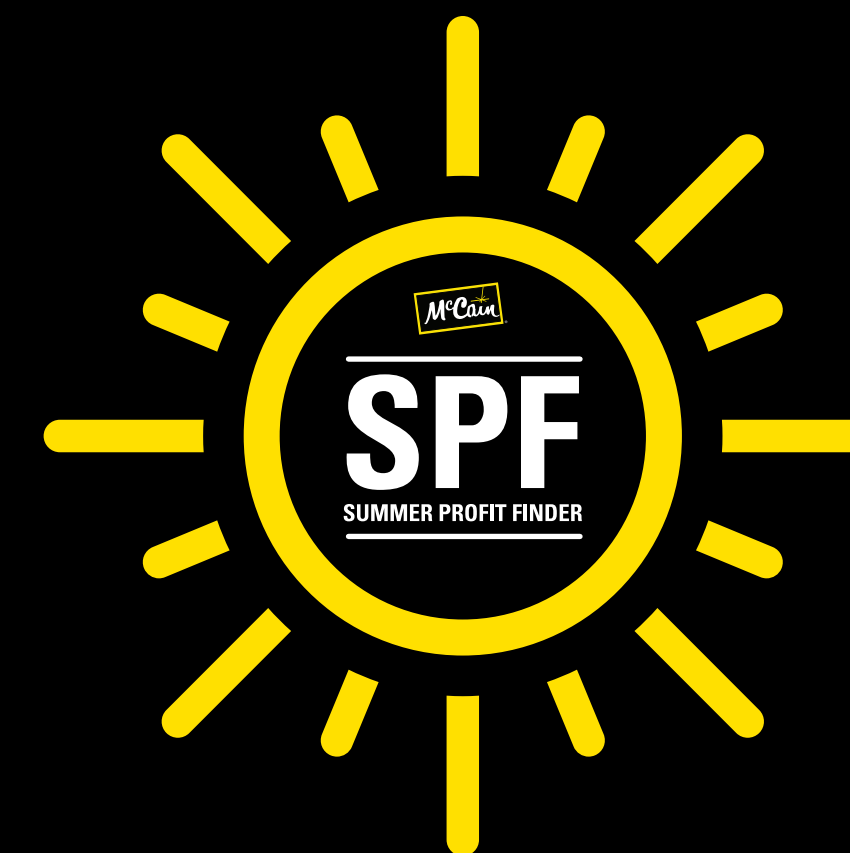


2022 SUMMER PROFIT FINDER



**LOOKING TO HEAT UP PROFITS?
WE'VE GOT YOU COVERED.**

Exciting promotional ideas, mouthwatering menu suggestions and other fun ways to help you capture the summer magic — and profits.





SUMMER'S HEATING UP! TIME TO APPLY SOME SPF.

Delicious Products. Fun Promotions. More Profits.

Summer is in full swing, which means it's patio-o'clock somewhere. Want your summer sales to really sizzle? Make the most of the seasonal surge with these fresh and fun promotional ideas.



Heat up profits with the McCain® Summer Profit Finder (SPF) Offer. From July 1, 2022 through September 30, 2022, earn up to \$30 per case cash back on the appetizers listed above! Maximum of 2 cases per SKU. Maximum \$300 in SPF Offer. Visit www.mccainusafoodservice.com/spf to learn more.

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YAPPY HOUR

What better way to ring in the dog days of summer than with a tasty tribute to everyone's best friend? Invite your dog-loving patrons to bring in their pets for some furry frivolity — a Yappy Hour — in which fur babies get some refreshing treats and humans get discounts on apps. It's a dog-friendly dining option that's also a surefire way to drive traffic, especially during slower business days.

PROFIT POTENTIAL

Patios are not just enticing for dog lovers. They're great for your bottom line, too. If you have a patio, it's been proven that your revenue can increase by up to 30%.*

* VSAG (Vucurevich Simons Advisory Group) research; McCain Summer Relaunch, page 1.



SPF Pairing Idea:
Loaded Kimchi Pickle Chips



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FAMILY PICNIC PACKS

Take your outdoor dining experience even further and drive off-premise traffic by encouraging people to grab their food to go. After all, summer is the season for much-needed family QT and vitamin D. And grab-and-go meals for the whole family are a convenient option when they want to jump in the car and hit the park, lake, trail or just their own backyard.



PROFIT POTENTIAL

Mozzarella cheese sticks are a great picnic pack addition. Fried cheese is the #1 most popular fried appetizer, with consumption having increased by 75% since 1981.*

* Technomic data from 2019 and 2018; McCain Appetizer Category Story, page 15.



SPF Pairing Idea:
Mozzarella Dogs



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POOL PARTY PUNCH-UPS

This summer, kick up the poolside vibes a notch by partnering with private and public swimming establishments to deliver an app-tastic food experience. It's a great way for communities to come together and socialize over tasty eats while encouraging off-premise traffic and building your brand.

PROFIT POTENTIAL

No pool day is complete without burgers. And burgers are more fun with an appetizer as a topper. Plus, 35% of consumers are willing to pay more for premium toppings.*

* Technomic Burger Trend Report 2019; McCain Appetizer Category Story, page 12.



SPF Pairing Idea:
Huevos Rancheros Burger



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FAN FOOD FACE-OFFS

Summer sports are back in action, and when it comes to rivalries—winning is the only thing that matters. In the spirit of friendly competition, create a contest with special game-day menus that cater to sports rivalries. The more apps a team’s fans order, the more points they tally. The victors could even earn a gift card or discount for their effort. It’s a great way to capitalize on sports fans’ competitive spirit while driving traffic and increasing check averages.

PROFIT POTENTIAL

Have you thought about adding apps as a side or topper to your menu for the next big game? You can expect 2x more profit when an appetizer product is used across the menu.*

* Technomic, January 2019 ; McCain Appetizer Category Story, page 12.





SPF OFFER

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THE BIG BRUNCH COCKTAIL

Summer is the perfect season for getting the brunch bunch together for a weekend hang. And no brunch is complete without a Bloody Mary with all the fixings. But olives and celery sticks are mere child's play. How about a bloody with a fried pickle and a gooey mozzarella stick? That's right: it's time to put ALL THE APPS on your glass. It's a great way to increase check averages while adding an Insta-worthy item to your menu.

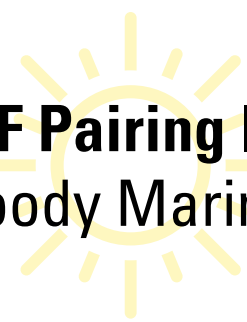
PROFIT POTENTIAL

Consider making your loaded Bloody Mary a limited-time offer. You'll generally see up to a 25% increase in revenue and traffic when you offer an LTO.*

* Datassential survey data (1,000 consumers surveyed);
LTO keynote presentation, slide 66.



SPF Pairing Idea:
Bloody Marinara



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MAKE YOUR SUMMER MENU *POP*

Need some tasty (and profitable) thought-starters to take your summer menu to the next level? Check out these mouthwatering ideas:



Loaded Kimchi Pickle Chips

Crispy, thin-cut dills topped with chopped kimchi, creamy mayo and chives.



Mozzarella "Dogs"

Crispy mozzarella cheese sticks nestled inside toasted mini hot dog buns and topped with diced onion, relish, spicy marinara and grated cheese.



Huevos Rancheros Burger

Seasoned chorizo charburger topped with melted Jack cheese, fried egg, smoked bacon, four cheddar popper bites and a chipotle mayo-slathered bun.



Tex Mex

Crispy battered mac 'n cheese wedges and spicy jalapeño corn nuggets tossed with barbecue spices and served with tangy BBQ, spicy refried bean and salsa con queso dips.



Bloody Marinara

Crispy Wisconsin white cheddar cheese curds splashed with Tabasco marinara and topped with paprika, lemon wedges and celery curls.



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PRODUCT LIST

SKU	Description
50010132	Anchor® Poppers® Breaded Cheddar Cheese & Jalapeño Popper® Bites 6x2.5LB
50010277	Anchor® Breaded Cheddar and Broccoli Bites 6x2.5LB
80008480	Golden Crisp® 2-3/4" Battered Mozzarella Cheese Sticks 6x2LB
50010335	Anchor® Battered Mac & Cheese Wedges 6x3LB
80010911	Golden Crisp® Breaded Original Pickle Chips 6x2.5LB
1000008467	Anchor® Original Cheddar Cheese Breaded Stuffed Jalapeños 4x4LB
1000008468	Anchor® Fiesta Bold Poppers® Breaded Cream Cheese Stuffed Jalapeños 2x4LB
1000008469	Anchor® Original Cream Cheese Breaded Stuffed Jalapeños 4x4LB
1000001467	Golden Crisp® Breaded Cheddar Cheese Potato Bites 4x3LB
50010153	Anchor® Breaded Dill Pickle Spears 4x4LB
80008428	Golden Crisp® Battered Sweet Corn Nuggets 6x2LB
1000005885	Anchor® Breaded Wisconsin Cheese Curds 2x5LB



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