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**Turn the tables on ordinary.**

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Interesting flavors that can't easily be created at home motivate diners to eat out!



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Imagine what premium products and original ideas can do for your bottom line.

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**Always Original.™**



## Limited only by the imagination.

At *Anchor*® we know that to bring more people in, you have to stand out. That's why we help turn the tables on ordinary with inventive products and innovative ways to serve them.

# 1

### Original Favorites

From core favorites to innovative items, you can trust the quality of *Anchor*—the leading appetizer brand.<sup>2</sup>

# 2

### Endless Opportunities

*Anchor* products work across the menu as appetizers, snacks, small plates, toppers and even garnishes.

# 3

### Profitable Ideas

Our imaginative menu ideas feature high-margin foods that pair perfectly with high-margin beverages to increase checks and profits.



Introducing an Anchor-iginal: **Spicy Pickle Fries** 1000005137

## Creative + Practical = Big Results

A great idea doesn't drive traffic until it's on the table. At *Anchor* we do more than think big, we provide practical support like products, servingware and recipes to turn big ideas into big hits. Visit [AnchorOriginals.com/Lookbook](https://AnchorOriginals.com/Lookbook)



# Turn great food into famous dishes.

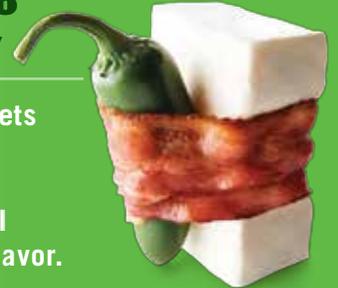
Nearly 70% of consumers say presentation is important,<sup>3</sup> and uniquely presented food can earn up to 3 times more profits!<sup>4</sup> That's why we're always dreaming up new menu ideas to satisfy guests and grow your bottom line.



NEW! Anchor® Poppers® Cream Cheese & Bacon Stuffed Jalapeños 1000005426

## Turn Poppers into a Fired-Up Philly

A classic Philly with shaved sirloin gets a wild twist with hot giardiniera and crunchy Bacon Cream Cheese Jalapeño Poppers smashed on top, all piled on a warm pretzel roll for BIG flavor.



Menu Price:  
**\$9.99**

Total Plate Cost:.\*  
**\$2.55**

Potential Profit:  
**\$7.44**



Anchor® Loaded Nacho Chip 'n' Dippers™ 1000004582

## Chips and dip have turned into Chip 'n' Dippers™

Turn nachos outside-in with these crispy, meat- and queso-filled wonton chips. An exceptionally unique offering, they mash-up traditional flavors with an all-new form guests love.



Menu Price:  
**\$8.99**

Total Plate Cost:.\*  
**\$2.89**

Potential Profit:  
**\$6.10**



Anchor® Portabella Artisan Cheese Bites 1000004509

## Transform rich fried mushrooms into Fresh Portabella Bowls

Freshly diced cucumber, tomato and red onion salad tossed in a red wine vinaigrette and chopped parsley on a bed of butter lettuce with savory herb-breaded portabella mushroom and artisan cheese bites.



Menu Price:  
**\$5.50**

Total Plate Cost:.\*  
**\$1.90**

Potential Profit:  
**\$3.60**



NEW! Anchor® Honey Sriracha Cheese Sticks 1000005570

## Cheese sticks have a hot new twist

Cheese. Sriracha. Honey. Individually they're amazing. But together? They're a you-gotta-try-fecta of savory-spicy-sweet flavor. Pair with honey-glazed chicken fingers for a double kick of tastiness.



Menu Price:  
**\$7.99**

Total Plate Cost:.\*  
**\$2.75**

Potential Profit:  
**\$5.24**

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

Product	Code	Piece CT./LB.	Case Pack	Net/Gross Weight	Case Cube	Est. Piece Cost
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## Peppers

<b>NEW!</b> Anchor® Poppers® Cream Cheese & Bacon Stuffed Jalapeños	100005426	12-16	4/3 lb.	12/13 lb.	0.60	¢0.43
<b>NEW!</b> Anchor® Poppers® Cheddar Cheese & Bacon Stuffed Jalapeños	100005427	12-16	4/3 lb.	12/13 lb.	0.60	¢0.43
Anchor® Poppers® Original Cream Cheese Breaded Stuffed Jalapeños	30005620	12-16	4/4 lb.	16/18 lb.	0.80	¢0.40
Anchor® Poppers® Original Cheddar Cheese Breaded Stuffed Jalapeños	30005630	12-16	4/4 lb.	16/18 lb.	0.80	¢0.40
Anchor® Poppers® Red Hot Chile Cream Cheese Breaded Stuffed Jalapeños	30007470	12-16	4/4 lb.	16/18 lb.	0.80	¢0.40
Anchor® Fiesta Bold Poppers™ Cream Cheese Breaded Stuffed Jalapeños	30010718	12-16	2/4 lb.	8/9 lb.	0.41	¢0.40
Anchor® Fire-Roasted Poblano & Jalapeño Popper Bites	30011027	20-23	2/4 lb.	8/9 lb.	0.43	¢0.23
Anchor® Poppers® Breaded Cheddar Cheese & Jalapeño Popper Bites	50010132	20-24	6/2.5 lb.	15/17 lb.	0.74	¢0.23

## Cheese

<b>NEW!</b> Anchor® Honey Sriracha Cheese Sticks	100005570	17-24	4/3 lb.	12/13 lb.	0.60	¢0.30
Anchor® Portabella Artisan Cheese Bites	100004509	20-23	4/3 lb.	12/14 lb.	0.60	¢0.22
Anchor® Spicy Jalapeño Cheddar Corn Nuggets	100002784	15-18	4/3 lb.	12/14 lb.	0.51	¢0.31
Anchor® Bakeables® Breaded Mozzarella Cheese Sticks	50003494	15-18	4/3 lb.	12/14 lb.	0.51	¢0.31
Anchor® Old-Fashioned Breaded Mozzarella Cheese Sticks	50004152	15-18	4/3 lb.	12/14 lb.	0.65	¢0.30
Anchor® Italian Breaded Mozzarella Cheese Sticks	50006240	14-16	6/4 lb.	24/26 lb.	0.92	¢0.34
Anchor® Breaded Primo Mozzā Cheese Sticks	50007400	15-18	4/4 lb.	16/18 lb.	0.81	¢0.31
Anchor® Ovenable Breaded Mozzarella Cheese Sticks	50008402	13-16	8/2 lb.	16/19 lb.	0.96	NA
Anchor® Italian Breaded Mozzarella Cheese Sticks	50010105	14-16	4/4 lb.	16/18 lb.	0.81	¢0.34
Anchor® Italian Cheese Breaded Mozzarella Sticks	50010107	14-16	6/4 lb.	24/26 lb.	0.92	¢0.34
Anchor® Breaded Mini Mozzarella Cheese Sticks	50010116	45-60	6/3 lb.	18/20 lb.	0.72	¢0.10
Anchor® Italian Breaded Mozzarella Cheese Sticks	50010122	14-16	6/3 lb.	18/20 lb.	0.84	¢0.32
Anchor® Battered Mozzarella Cheese Sticks	50010109	12-14	6/2.5 lb.	15/17 lb.	0.70	¢0.41
Anchor® MozzaLuna® Breaded Mozzarella Cheese	45010202	6-10	2/4 lb.	8/9 lb.	0.46	¢0.72
Anchor® MozzaMia® Breaded Mozzarella Cheese	45010204	13-17	2/4 lb.	8/9 lb.	0.43	¢0.38
Anchor® Garlic Butter Breaded Provolone Cheese Sticks	45010206	12-16	2/4 lb.	8/9 lb.	0.43	¢0.37
Anchor® Battered Mac & Cheese Wedges	50010335	18-20	6/3 lb.	18/20 lb.	0.83	¢0.24
Anchor® Breaded Natural White Cheddar Cheese Nuggets	50010102	48-72	6/3 lb.	18/20 lb.	0.81	¢0.09
Anchor® Breaded Natural Cheddar Cheese Nuggets	50010112	45-70	6/3 lb.	18/20 lb.	0.81	¢0.08
Anchor® Battered Cheddar Nuggets	50010114	45-51	6/3 lb.	18/20 lb.	0.81	¢0.10
Anchor® Breaded Hot Pepper Cheese Cubes	50010119	50-60	6/3 lb.	18/20 lb.	0.69	¢0.09
Anchor® Breaded Cheddar Cheese Cubes	50010128	58-65	6/3 lb.	18/20 lb.	0.78	¢0.08
Anchor® Battered Broccoli & Cheese Bites	50010129	18-23	6/2.5 lb.	15/17 lb.	0.64	¢0.24
Anchor® Battered Chili Pepper & Cheese Bites	50010130	19-23	6/2.5 lb.	15/17 lb.	0.64	¢0.24
Anchor® Breaded Cheddar & Broccoli Bites	50010277	14-16	6/2.5 lb.	15/17 lb.	0.70	¢0.33

## Vegetables

<b>NEW!</b> Anchor® Spicy Pickle Fries	100005137	NA	4/3 lb.	12/13 lb.	0.60	NA
Anchor® Butter Breaded Mushrooms	50010138	25-39	6/2.5 lb.	15/17 lb.	0.74	¢0.10
Anchor® Battered Mushrooms	50010141	26-40	6/2.5 lb.	15/17 lb.	0.74	¢0.10
Anchor® Garlic Breaded Mushrooms	50010156	25-39	4/4 lb.	16/18 lb.	0.81	¢0.11
Anchor® Breaded Mushrooms	50010460	25-39	6/3 lb.	18/20 lb.	0.81	¢0.10
Anchor® Italian Breaded Zucchini Sticks	50005800	22-32	4/3.5 lb.	14/16 lb.	0.81	¢0.10
Anchor® Breaded Zucchini Oval Slices	50010149	24-34	6/2.5 lb.	15/17 lb.	0.97	¢0.09
Anchor® Battered Zucchini Sticks	50010151	22-34	6/2.5 lb.	15/17 lb.	0.97	¢0.10
Anchor® Crispy Battered Green Beans	50010917	50-60	4/2 lb.	8/10 lb.	0.51	¢0.06
Anchor® Cheddar Breaded Cauliflower	50010143	35-50	6/3 lb.	18/20 lb.	0.97	¢0.07
Anchor® Battered Cauliflower	50010145	35-50	6/3 lb.	18/20 lb.	0.97	¢0.07
Anchor® Breaded Dill Pickle Spears	50010153	11-15	4/4 lb.	16/18 lb.	0.81	¢0.25

## Specialty

Anchor® Spinach & Artichoke Chip 'n' Dippers™	100004534	160	10/12.1 oz.	7.6/9 lb.	0.77	¢0.36
Anchor® Loaded Nacho Chip 'n' Dippers™	100004582	160	10/12.1 oz.	7.6/9 lb.	0.77	¢0.36
Anchor® Spin Dippers® Spinach & Artichoke Specialty Dip	57510424	NA	36/6 oz.	13.5/15 lb.	0.73	NA

<sup>1</sup> Datassential Eater Types and Occasions, 2014

<sup>2</sup> Based on brand penetration of pepper, cheese and vegetables from Breaded Appetizer Category AA&U Report, August 2015

<sup>3</sup> MenuTrends Appetizers Keynote

<sup>4</sup> "Looks as good as it tastes? Why an attractive plate makes for a tastier dinner." The Guardian, July 21, 2015

