







# Your knockout menu deserves the right attention.

By using eye-catching merchandise and servingware, not only are you delivering a better experience, you are building your bottom line. In fact, statistics show that merchandise plays a role in encouraging consumer purchases. When choosing what to order at a restaurant, 69% of consumers say visually appealing presentation is important, and 47% consider front-of-house signage before making a decision.\*

**WANT MORE FROM YOUR MENU?** Our merchandise has you covered.

Get the in-house support that highlights the best parts of your operation:



**SERVINGWARE**



**TABLETOP/POS**



**SERVER SUPPORT**



**BREW CITY® MERCHANDISE**

\*MenuTrends Appetizers Keynote.



Presentation is the difference between good food and a great experience. We have the unique servingware that can get the whole table talking.

**Shareables**



**BLACK, FLAT COIL CONICAL BASKET**

FCD1  
100 Points  
5" D x 6" H



**3 RING APPETIZER CONE WITH HANDLE**

MSC975  
70 Points  
6" H x 4.25" D



**CHROME, OVAL WIRE BASKET WITH RAMEKIN HOLDERS & ONION RING SPINDLE**

**Basket:** BSKC69 | 60 Points  
8" L x 6" W x 3" H  
**Spindle:** ORH02 | 80 Points  
8" H



**WHITE MELAMINE PLATTER**

MSC974  
40 Points  
7.5" W x 11.5" L



**FOOT-O-RINGS TRAY, BLACK**

12" stick: TBL150 | 40 Points | Max. Qty. 100  
6" stick: TBL151 | 40 Points | Max. Qty. 100



*Anchor® Breaded Dill Pickle Spears | 50010153  
McCain® Flavorlasts® Skin-On Thick Cut Fries | MCFO3787  
Brew City® Cheddar Pints® Beer Battered Cheese Curds | 70010597  
Make pairings fun by matching flights of food with beverage flights.*



**CHROME, WIRE BASKET**

4-22780  
40 Points  
3" H



**"BIG TASTE, BIG CRUNCH" AND "FEED YOUR CRAVINGS" BUCKETS**

**Crunch:** MSC734 | **Cravings:** MSC735  
40 Points | **Limited Quantity**  
5" D x 4" H



**BREW CITY RANGE BALL BUCKET SERVING CONTAINER**

S7004  
100 Points | Max. Qty. 10  
5" D x 4½" H



**Shareables**



**BREW CITY WIRE CONE CONTAINER**

S2527  
60 Points | Max. Qty. 5  
5¾" D x 6¾" H



**BREW CITY BEER BOTTLE SERVING CONTAINER**

S1560  
40 Points | Max. Qty. 10  
13" W x 3" H



**BREW CITY BUCKET SERVING CONTAINER**

Handle: S1979 | No Handle: S1979WWO  
40 Points | Max. Qty. 10  
5" D x 4" H



**BREW CITY ONION TREE**

S7700  
20 Points | Max. Qty. 10  
6¾" D x 7¼" H

**Flights & Pairings**



**BLACK CHALKBOARD PADDLE WITH CHALK**

MSC972  
100 Points  
7.5" W x 11.5" L



**STEMLESS APPETIZER GLASS**

MSC973  
30 Points  
13.5 oz.



**BREW CITY LAGER GLASSES**

MSC948  
100 Points | 2/set | Max. Qty. 2  
16 oz.



**BREW CITY FLIGHT PADDLE**

MSC950  
60 Points  
Max. Qty. 5



**POPPERS PINT GLASS**

MSC862  
20 Points | Max. Qty. 30  
16 oz.



**Paperware**

**BREW CITY PAPER LINER**

S1701  
20 Points | 100/pack | Max. Qty. 10  
12" x 10.5"



**FRESH CHIP BAGS**

MSC864  
0 Points  
4" x 6"



**Small Plates**

**STAINLESS STEEL,  
HAMMERED FINISH CUP**

FFHM37  
60 Points  
3.25" D x 3.25" H



**MINI FRYER BASKET**

MSC892  
60 Points  
4" L x 3" W x 3" H



**BLACK SQUARE SCOOP**

7942  
40 Points  
5.25" L x 5.25" W



*Gourmet Breaded 5/8" Onion Rings | 40010023  
Serve the golden irresistible crunch of Moore's® Onion Rings  
on the Foot-O-Rings tray (TBL150) for maximum appeal.*



A great meal starts before the menu arrives. Get guests excited for the promotions and dishes that help build your business.

## Stickers/Clings

### CHIP BAG LABELS



Go With Chips Made Today: *LBL228*  
 Fresh Made Sandwiches Prefer Fresh Made Chips:  
*LBL227*  
 100 Points / roll of 250  
 3" D

### PIZZA WINDOW CLING



MSC994  
 25 Points/each  
 Max. Qty. 4  
 10" D

### PIZZA BOX STICKER



MSC993  
 80 Points / roll of 100  
 4" W x 5" H



## Don't miss out!

Maximize visibility and drive orders with customizable table tents and menu inserts that match the merchandise you select.



Visit [www.CustomizerLive.com](http://www.CustomizerLive.com) to get started.



McCain® Flavorlasts® Skin-On Regular Fries 3/8" PXL | MCF03787  
 Offer a trendy loaded fry dish by topping crispy, thick-cut McCain® Flavorlasts® fries with flash-fried pepperoni slices, marinara sauce and mozzarella.

## Coasters

### Breakfast & Brunch Celebrations

Bring guests together for their favorite occasions with breakfast and brunch favorites on the weekends, in the evenings, whenever they want!

**BREAKFAST & BRUNCH COASTERS\***

MCS941  
Free | 25/pack | Max. Qty. 8  
4"D

### Pub-Inspired

Add food to every check with pub-inspired small plates that pair perfectly with popular craft beers.

**PUB-INSPIRED COASTERS\***

MCS940  
Free | 25/pack | Max. Qty. 8  
4"D

### Double the Delicious

Double every guest's satisfaction with equally delicious food and beverage pairings.

**DOUBLE THE DELICIOUS COASTERS\***

MSC952  
Free | 25/pack | Max. Qty. 8  
4"D

### Flavor Flights

Bring the joy of tasting new foods and new drinks together with flights of perfectly paired portion-flexible appetizers and sample-friendly bar drinks.

**FLAVOR FLIGHTS COASTERS\***

MSC953  
Free | 25/pack | Max. Qty. 8  
4"D

### MatchMakers

Create personalized guest experiences with perfectly paired foods and beverages.

**MATCHMAKERS COASTERS\***

MSC954  
Free | 25/pack | Max. Qty. 8  
4"D

**BREW CITY COASTER**

S0126  
Free | 25/pack | Max. Qty. 8  
4" x 4"

**BREW CITY BLACK & TAN ONION RING COASTER**

S2951  
Free | 25/pack | Max. Qty. 8  
4" x 4"

**POPPERS GET YOUR PARTY STARTED COASTERS\***

MSC863  
Free | 99/pack | Max. Qty. 1  
3 unique headlines. 33 of each.  
3.5"D



**Coasters**



**JUST JALA FOR SOME! COASTER\***

MSC769  
Free | 25/pack | Max. Qty. 8  
4"D



**GET A BITE OF THIS! COASTER\***

MSC764  
Free | 25/pack | Max. Qty. 8  
4"D



*Anchor® Chip 'n' Dippers Spinach Artichoke Flavor | 1000004534  
Bring a new twist to your appetizer menu with Anchor® Chip 'n' Dippers™ spinach and artichoke stuffed chips sprinkled with sundried tomatoes, minced parsley and Parmesan.*

**Miscellaneous**



**BREW CITY BAR MAT**

S8030  
90 Points  
Max. Qty. 5



**BREW CITY 6-PACK CONDIMENT CADDY**

MSC945  
40 Points | Max. Qty. 5  
7¼"L x 6"W x 5"H



Servers that know more sales mean bigger tips are motivated promoters. When they have the tools to bring the best out of your menu, your tables feed on the excitement.

## Wearables

### Breakfast & Brunch Celebrations

Bring guests together for their favorite occasions with breakfast and brunch favorites on the weekends, in the evenings, whenever they want!



#### BREAKFAST & BRUNCH BUTTONS\*

*BUT155*  
Free | Max. Qty. 30  
3"D

### Food Families

Baseball families. Book club families. Family-families. Attract groups of all kinds with shareable portions that turn booths into family dinner tables.



#### FOOD FAMILIES BUTTONS

*BUT159*  
Free | Max. Qty. 30  
3"D

### Give & Take Sides

Create memorable experiences for groups with shareable sides that encourage guests to take some and share the rest.



#### GIVE & TAKE BUTTONS

*BUT160*  
Free | Max. Qty. 30  
3"D

### Share & Tell

Create an experience worth returning for by getting groups talking as they pass their favorite dishes and funny stories from person to person.



#### SHARE & TELL BUTTONS

*BUT161*  
Free | 5/Pack | Max. Qty. 6  
3"D

### Pub-Inspired

Add food to every check with pub-inspired small plates that pair perfectly with popular craft beers.



#### PUB-INSPIRED BUTTONS\*

*BUT154*  
Free | Max. Qty. 30  
3"D

### Double the Delicious

Double every guest's satisfaction with equally delicious food and beverage pairings.



#### DOUBLE THE DELICIOUS BUTTONS\*

*BUT156*  
Free | Max. Qty. 30  
3"D



## Flavor Flights

Bring the joy of tasting new foods and new drinks together with flights of perfectly paired portion-flexible appetizers and sample-friendly bar drinks.

## MatchMakers

Create personalized guest experiences with perfectly paired foods and beverages.



### FLAVOR FLIGHTS BUTTONS\*

**BUT157**  
Free | Max. Qty. 30  
3"D



### MATCHMAKERS BUTTONS\*

**BUT158**  
Free | Max. Qty. 30  
3"D

## Poppers Get Your Party Started

Have more fun & make more money with The Original Jalapeño Poppers®.



### POPPERS GET YOUR PARTY STARTED BUTTONS\*

**BUT152**  
40 Points | Max. Qty. 2  
3"D  
*3 unique headlines. 5 of each.*



*Brew City® Beer Battered Mozzarella Cheese Sticks | 70004008  
How do you make craft beer battered Mozzarella even more appealing?  
Serve it in a charming Mini Fryer Basket (MSC892).*



## Wearables



### BREW CITY LOGO & TAGLINE SHIRT

MSC960  
60 Points | Max. Qty. 5  
XL



### BREW CITY LOGO SHIRT

MSC959  
60 Points | Max. Qty. 5  
XL



### ANCHOR T-SHIRT

MSC982  
60 Points | Max. Qty. 5  
XL



### BREW CITY REAL BEER BATTER HAT

CTH458  
60 Points | Max. Qty. 10  
One size fits all



### MOORE'S ONION APRON

CTH388  
30 Points  
One size fits all

## Server Tools



### BREW CITY BOTTLE OPENER

MSC942  
60 Points  
Max. Qty. 5



### BREW CITY BARTENDER BOTTLE OPENER

MSC955  
60 Points  
Max. Qty. 5



### BREW CITY CHECK FOLIO

MSC725  
40 Points  
Max. Qty. 5



### BREW CITY BAR TOWEL

MSC947  
30 Points  
Max. Qty. 3



### BREW CITY PEN

MSC949  
10 Points  
Max. Qty. 10





# BREW CITY®

Made with real craft-brewed beer in the batter, *Brew City* fries and appetizers have the hearty golden crunch everyone can raise a glass to. And with a variety of merchandise, servingware and premiums you'll have everything you need to bring food, fun and friends together.

## Servingware

SERVINGWARE  
TABLETOP/POS  
SERVER SUPPORT  
BREW CITY®



### BREW CITY LAGER GLASSES

MSC948  
100 Points | 2/set | Max. Qty. 2  
16 oz.



### BREW CITY RANGE BALL BUCKET SERVING CONTAINER

S7004  
100 Points | Max. Qty. 10  
5" D x 4½" H



### BREW CITY WIRE CONE CONTAINER

S2527  
60 Points | Max. Qty. 5  
5¾" D x 6¾" H



### BREW CITY FLIGHT PADDLE

MSC950  
60 Points  
Max. Qty. 5



### BREW CITY BEER BOTTLE SERVING CONTAINER

S1560  
40 Points | Max. Qty. 10  
13" W x 3" H



### BREW CITY BUCKET SERVING CONTAINER

Handle: S1979 | No Handle: S1979WWO  
40 Points | Max. Qty. 10  
5" D x 4" H



### BREW CITY ONION TREE

S7700  
20 Points | Max. Qty. 10  
6¾" D x 7¼" H



### BREW CITY PAPER LINER

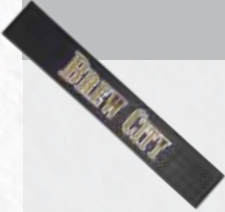
S1701  
20 Points | 100/pack | Max. Qty. 10  
12" x 10.5"





## Tabletop/POS

### BREW CITY BAR MAT



S8030  
90 Points  
Max. Qty. 5

### BREW CITY 6-PACK CONDIMENT CADDY



MSC945  
40 Points | Max. Qty. 5  
7¼" L x 6" W x 5" H

### BREW CITY COASTER



S0126  
Free | 25/pack | Max. Qty. 8  
4" x 4"

### BREW CITY BLACK & TAN ONION RING COASTER



S2951  
Free | 25/pack | Max. Qty. 8  
4" x 4"

### BREW CITY HERE'S TO HAND CRAFTED FLAVOR POSTER



PST298  
Free | Max. Qty. 20  
18" x 24"



*Brew City® Thin Cut Onion Rings | 70010010  
Golden, craft beer battered onion rings complement  
Mediterranean lamb skewers.*





## Server Support



### BREW CITY REAL BEER BATTER HAT

CTH458  
60 Points | Max. Qty. 10  
One size fits all



### BREW CITY BARTENDER BOTTLE OPENER

MSC955  
60 Points  
Max. Qty. 5



### BREW CITY LOGO & TAGLINE SHIRT

MSC960  
60 Points | Max. Qty. 5  
XL



### BREW CITY LOGO SHIRT

MSC959  
60 Points | Max. Qty. 5  
XL



### BREW CITY BOTTLE OPENER

MSC942  
60 Points  
Max. Qty. 5



### BREW CITY CHECK FOLIO

MSC725  
40 Points  
Max. Qty. 5



### BREW CITY BAR TOWEL

MSC947  
30 Points  
Max. Qty. 3



### BREW CITY PEN

MSC949  
10 Points  
Max. Qty. 10



# BUY GREAT PRODUCTS, EARN GREAT MERCHANDISE.

The *McCain*® Merchandising Program provides credit for purchasing products.



## HOW IT WORKS:

- 1 Buy guests' favorite products.** Commit to purchasing 40 cases of *McCain* Products and you'll earn 500 merchandising points. Commit to 75 cases, and you'll earn 1,000 points!
- 2 Select your merchandise.** Browse this brochure, or online, to select the right merchandise to build sales for your business.
- 3 Submit your order.** Select items and complete your order at [mccainusafoodservice.com/Merchandise](http://mccainusafoodservice.com/Merchandise).
- 4 Sell, sell, sell.** Select prominent placements for point-of-sale merchandise and provide servers all the materials they need to successfully tell the story that sells the menu.



**Don't see what you're looking for?** Find other brands and build your own merchandise with professional food photography and your own custom message and logo at [www.CustomizerLive.com](http://www.CustomizerLive.com).

To select and order merchandise visit [McCainUSAFoodservice.com/MerchProgram](http://McCainUSAFoodservice.com/MerchProgram) or call 1.800.767.7377.





[www.McCainUSAFoodservice.com](http://www.McCainUSAFoodservice.com)