

One Brand Of
Baked Beans
Gives You The
Cutting Edge.



1 0 2 5

You're About To Discover Why Allens Are The Best Baked Beans In Foodservice. Plus The Best At Making You Money.



77.2% preferred Allens richer aroma.

It all starts with the best baked beans. And to prove the superiority of Allens Baked Beans, Allens sales representatives went to the toughest customers of all: operators who buy another brand.

Allens reps cut against the competition in commercial and non-commercial segments at 1,030 operations across America. Allens Baked Beans were heated straight from the can and cut. The competing brand was cut the same way. Then operators were asked to compare both brands based on flavor, aroma, color, sauce and overall appearance.

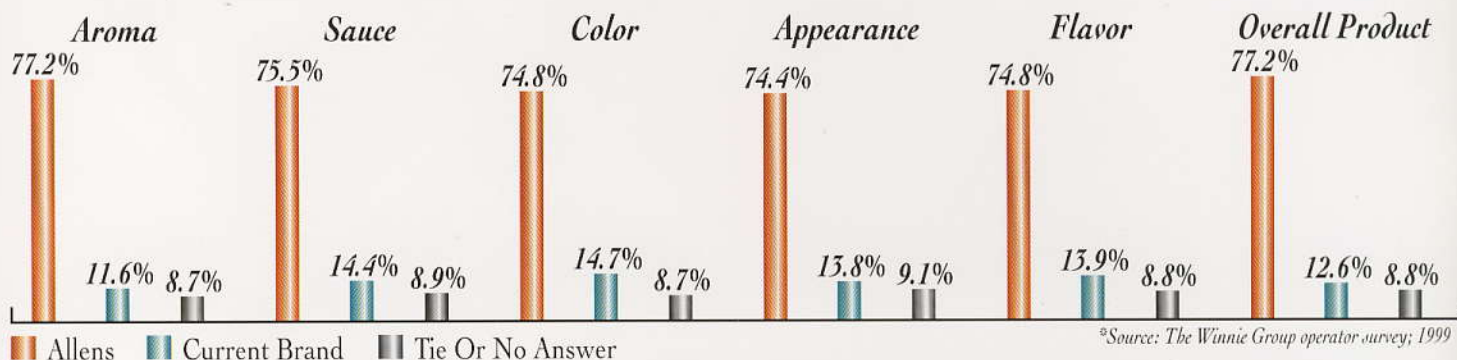
To cut to the chase, Allens Baked Beans were preferred by 77.2% of all operators surveyed. That's nearly 8 out of 10 operators nationwide.*

Baked Beans Build Bigger Business.

Baked beans are mainstays on menus throughout foodservice — and Allens are the most-menused baked beans in most segments you call on.

Excelling On Non-Commercial Menus.

Allens Baked Beans are served in more non-commercial businesses than any other baked beans. That adds up to a lot of business — because baked beans are menued on 80% of non-commercial menus.** Virtually every non-commercial operator in your area is a natural for building your sales volume and spiking your commissions.



Colleges and Universities: 78% menu baked beans.**

Business and Industry: 84% menu baked beans.**

Nursing Homes: 88% menu baked beans.**

Hospitals: 70% menu baked beans.**

Schools: 81% menu baked beans.**

74.8% preferred Allens darker, shiny color.

**Source: Bill Foodservice Research Center; 1999



Penetrating More Commercial Menus.

No other brand of baked beans is preferred more than Allens by commercial operators.*** And baked beans are appearing on more restaurant menus all the time. Commercial operators represent a wide-open opportunity for opening new accounts — and building your sales to existing accounts.

31%

**Family-Style
Restaurants: menu
baked beans*****

26%

**Independent
Restaurants: menu
baked beans*****

***Source: Bill Foodservice Research Center; 1997

Capturing The Tastes Of Your Customers' Customers.

The surging popularity of baked beans in foodservice is driven by powerful consumer trends and tastes. And Allens captures them better than any other baked beans in the business.

Allens Baked Beans mean more flavorful, satisfying eating. Allens delivers the livelier, richer taste consumers crave — plus the down-home, comfort-food satisfaction that's so popular today.

Allens Baked Beans and Vegetarian Baked Beans mean smarter, healthier eating. Low fat and highly nutritious, Allens appeals to a vast group of nutrition-conscious customers. And Allens Vegetarian Baked Beans help your customers attract a whole new crowd to their menus.

Offering Your Customers Bigger Benefits.

Allens is the first choice of operators too — for a lot of valuable reasons. For starters, over half of all operators menuing baked beans add their own special touches to create signature dishes.*** That's why more operators start with Allens to bring out the best in their baked beans dishes.

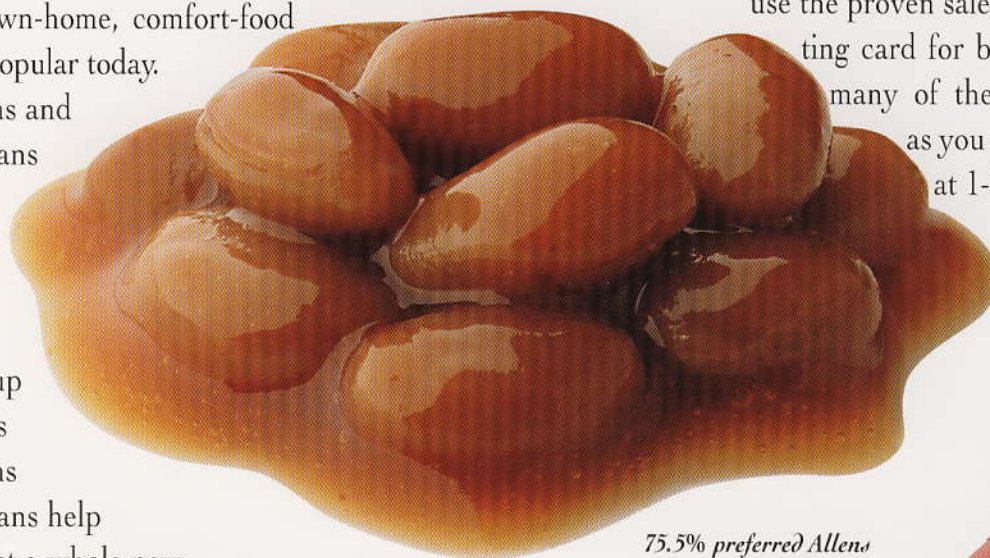
In fact, Allen's robust taste and consistent top quality are ideal for signature recipes — and provide outstanding options for menu versatility.

What's more, you can offer your operators a complimentary collection of Allens recipes — featuring a wide array of kitchen-tested baked beans dishes. Just call Allens at 1-800-357-2553.

Cut Yourself In On More Sales And Commissions.

Allens pre-sells your customers and prospects with the most effective advertising and promotion with full page and spread ads in major foodservice publications.

Put the cutting power of Allens to work on your next sales call. It takes just minutes to convert customers to Allens or to sell to new accounts. To help close the sale, use the proven sales power of Allen's cutting card for baked beans. Order as many of these free cutting cards as you need — just call Allens at 1-800-357-2553.



*75.5% preferred Allens
sweeter, savory sauce.*





Competitive Baked Beans

74.8% preferred Allens
fuller flavor.



Cut Yourself In On Better Baked Beans.
Competitive cuttings prove why Allens is the best choice for baked beans in foodservice. That's because no other baked beans can compare with the qualities Allens Baked Beans offer you and your customers. Dark, rich color. Luscious, glossy sheen. Thick, savory sauces with a higher ratio of beans to sauce. Great overall look and flavor, too.

Baked Beans Cutting Score Card

Start with your current baked beans. Open up a can, and portion out two servings. Then do the same with Allens Baked Beans. Mark each product so you'll know which is which. Heat in oven or microwave. Now eat. Just fill out this scorecard and mail it to Allens when complete.

Did you use product straight from the can? Y N
Current brand of baked beans

- Aroma
- Thickness of Sauce
- Rich Color
- Overall Appearance
- Overall Flavor
- Overall Product

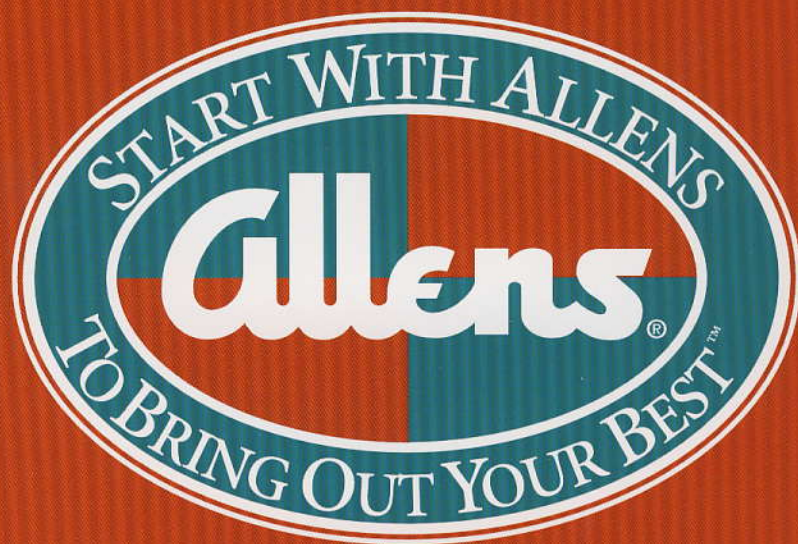


Siloam Springs, AR 72761
1-800-357-ALLEN
Mail To: Baked Bean Cutting Card On
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Allens Baked Beans



77.2% Of
Operators
Preferred
Allens Best
Overall!



Better Baked Beans Offer Better Benefits.

Competitive cuttings prove Allens are the best baked beans for building your business. That's because no other baked beans can match the qualities Allens Baked Beans offer you and your customers.

Features

Preferred by nearly 4 out of 5 of operators surveyed.

Unbeatable flavor, aroma, sauce, eye appeal and overall product quality.

High-quality nutrition with no fat or cholesterol.

Also available in Vegetarian Baked Beans variety.

Heat-and-serve – and recipe ready.

Baked Beans recipe collection available free from Allens.

Powerful operator and distributor advertising in major foodservice publications.

Benefits

Proven for converting buyers of competitive brands—or for selling-in a new product line.

More satisfied operators and patrons.

Outstanding performance for generating repeat and increased sales.

Ideal for placing with operators who want to offer healthier choices on their menus.

Helps operators attract a whole new crowd of customers.

Great for selling-in a second line of baked beans to Colleges and Universities and Healthcare market.

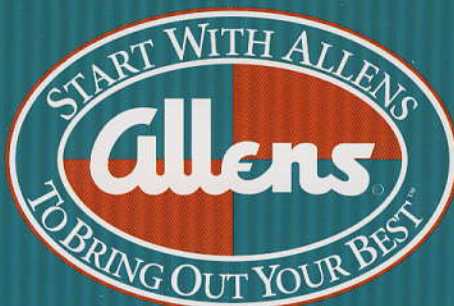
Saves time and labor for your customers.

Perfect for signature dishes and special touches operators may add.

Provides operators with popular, exciting menu options.

Accelerates your sales of baked beans.

Presells your customers and prospects before you walk in the door.



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