

TOP BRANDS FOR YOUR BOTTOM LINE

ARMOUR

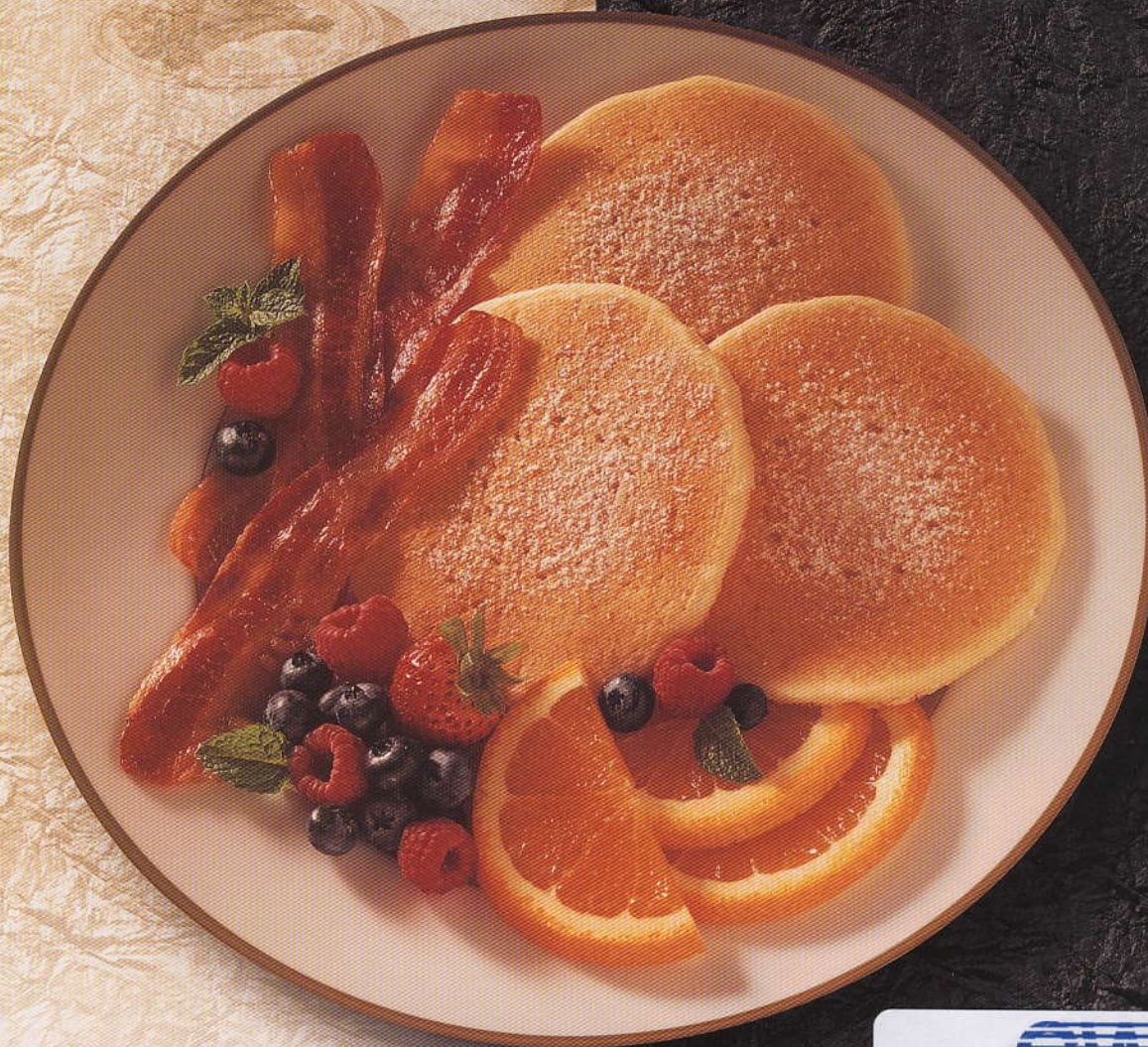
Swift

QUICK FINISH

Swift
Premium
Brown 'N' Serve

WEBBER FARMS

Breakfast Meats



ASE FOODSERVICE



 ARMOUR

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BREAKFAST MEATS

Trusted Brands to Wake Up Your Profit Potential

Sausage Links • Sausage Patties • Bacon • Ham

Good mornings start with the trusted brands and consistent performance of the ASE Foodservice line of breakfast meats. Our breakfast meats deliver the quality and innovation you expect from brands that have been meeting the unique breakfast needs of the foodservice industry for over a century.

Anchored by strong brand performers, including Swift Premium Brown 'N Serve sausage, Quick Finish bacon, Armour ham and bacon and Webber Farms whole hog sausage products, our breakfast meats line is one of the most versatile lines you will ever encounter. We feature a broad selection of both fresh and fully-cooked products to meet every breakfast challenge—from satisfying diverse menu applications to meeting varying price requirements.

Our fully-cooked and browned varieties provide foodservice operators with several important advantages, including **less labor and preparation time, less shrinkage, and higher yields**—all while delivering a fresh-prepared taste. If you prefer the performance of fresh sausage, Webber Farms products offer a long heritage of premium country fresh flavor and quality. And with a variety of portion sizes in every price category, we can help you increase your breakfast profits in any dining format, from individual plated entrees to large volume breakfast buffets.

As part of the ASE Foodservice family, our extensive line of breakfast meats is backed by our continuing commitment to meeting today's foodservice needs. From premier brands to menuing programs to merchandising and marketing support, we have the resources to help your business shine.



COOKED VS. RAW: THE ADVANTAGES STACK UP

Reduced preparation and labor costs are key to increased profit margins.

	Quick Finish Bacon	Raw Bacon
Number of slices per case	300	300
Delivered cost per case	\$29.00*	\$22.50*
Average yield loss	0 (100% usable slices)	20% (slices lost to burning, breakage)
Yielded cost per case <small>Cost per case 1.0-Yield loss</small>	\$29.00	\$28.13
Actual per slice cost <small>Yielded cost per case Slice Count</small>	\$.097 per slice	\$.094 per slice

* Estimated costs based on market averages



QUICK FINISH BACON

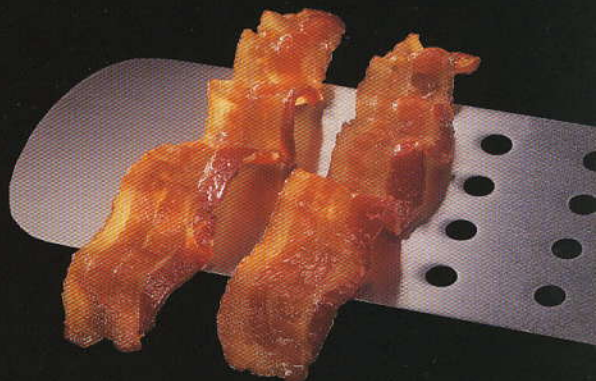
Save Time, Save Labor, Save Money

Our innovative Quick Finish pre-cooked bacon delivers the delicious bite and great taste your customers savor without the preparation time, labor and messy clean up of conventional bacon. **Featuring a uniform wavy appearance and tender bite**, Quick Finish bacon looks and tastes like conventional cooked-from-raw bacon.

Add the labor and time savings, and **Quick Finish outperforms conventional raw bacon on a finished cost per slice basis every time**. Plus, Quick Finish bacon provides the following additional benefits:

- **8 times faster to prepare** than raw—Cooks on the griddle in just 1-2 minutes vs. 8-10 for raw. No advanced preparation time and labor needed for your morning rush.
- **Pre-cooked convenience** guarantees consistency from slice to slice every time.
- **Pre-blached appearance** allows operators to add their individual finishing touch.
- **Reduced storage space**—Requires only 1/3 of the valuable refrigerated storage space needed for raw.
- **100% usable slices**—Helps operators increase their yields and exercise exact portion control by reducing loss to shrinkage, overcooking or broken slices.
- **Reduced grease**—Quick Finish bacon eliminates grease accumulation and disposal costs.

 **QUICK FINISH**



**BROWN 'N SERVE SAUSAGE—
AMERICA'S #1 SELLING BRAND**
Guaranteed yields and consistency.

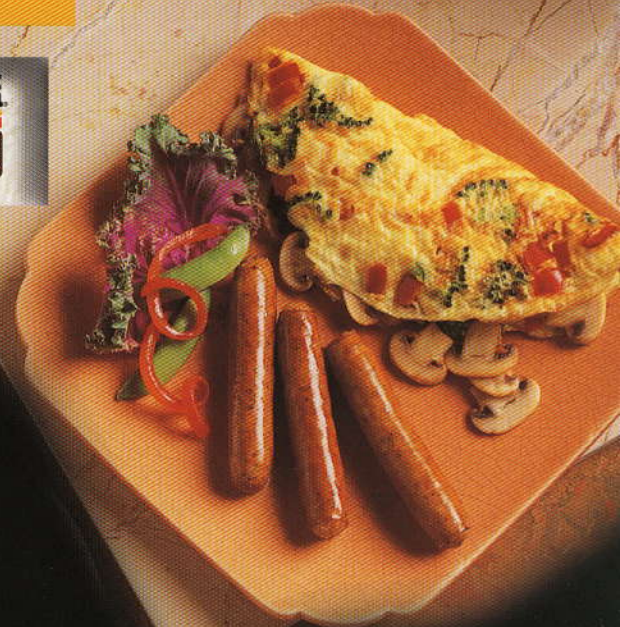
Delivering the country-fresh taste of America's favorite brand of cooked sausage, Brown 'N Serve not only offers consistent performance, but also reduces cooking time and shrinkage for better yields and a lower labor investment.

	Brown 'N Serve Skinless Sausage Links	Raw Skinless Sausage Links
Servings per pound <small>2 links per serving</small>	10	8
Pre-cook weight	.80 ounces	1.0 ounce
After cook weight	.78 ounces	.77 ounces
Preparation Time	3 minutes	12-15 minutes
Loss to shrinkage	2%	23%

Link for link, Brown 'N Serve offers higher yields than raw sausage links. Factor in the savings from reduced labor and preparation time, and you'll find that **Brown 'N Serve costs less on a finished cost per pound basis.** The Brown 'N Serve line also provides these additional benefits:

- **High brand recognition**—Share the quality image of the sausage brand trusted by consumers.
- **Quick and easy preparation**—1/4 the preparation time of raw sausage. Just heat and serve.
- **Fully-cooked convenience** reduces shrinkage and prep time, and provides a consistent degree of doneness every time.
- **Lightly browned** for a fresh off-the-griddle appearance and texture.
- **Outstanding product variety**—Provides a broad line of skinless links and patties and ingredient formulations to meet every menu need.
- **Versatility in preparation methods**, from oven to grilling to microwave. Also provides excellent steamtable holding capabilities.
- **CN labeling** facilitates menu planning to meet nutritional meal pattern requirements.
- **Exact portion control**—Our Individually Quick Frozen (IQF) process ensures that links and patties won't stick together for better portion control and maximum yields.
- **Reduced grease** accumulation and disposal costs.

**Swift
Premium**
Brown 'N Serve



THE BROADEST SELECTION OF BREAKFAST MEATS FOR FOODSERVICE

Featuring the quality and taste you expect from trusted names like **Quick Finish**, **Swift Premium Brown 'N Serve**, **Armour** and **Webber Farms**, our extensive selection of breakfast meats provides outstanding variety and convenience.

BREAKFAST SAUSAGE

The right product at the right price. That's the benefit of our extensive sausage selection. From fully-cooked to fresh, links to patties, our well-known brands deliver the country fresh flavor and consistency you demand.

Our Supreme Sausage Line

Made from the finest cuts of all USDA inspected pork, our Supreme sausage selections offer homestyle flavor and excellent eye appeal.

- **Quick Finish Fully-Cooked Casing Links.** Enjoy the advantages of pre-cooked convenience in this premium pure pork sausage link, featuring skin-on casing for the fresh-grilled look of raw sausage.
- **Webber Farms Whole Hog Fresh Sausage Links and Patties.** Made from lean cuts of pork hams, loins and tenderloins and a blend of natural spices, our fresh links and patties deliver wholesome country flavor. Our exclusive production process creates a premium sausage product, featuring 20% higher yields, a consistent texture and bite, and a longer shelf life. Deliciously lean for less grease and shrinkage, this fresh blend allows for operator variations in preparation and seasonings. Patties are sliced, not formed. No MSG. Available in low sodium varieties.
- **Webber Farms Whole Hog Fully-Cooked and Browned Sausage Patties.** Looks and tastes like freshly grilled sausage. Made from lean cuts of pork and quality blends of natural spices, our fully-cooked sausage combines Webber Farms' signature country flavor with the speed and convenience of heat-and-serve preparation. It features less shrinkage, less grease, better yield, less prep time and labor—without compromising flavor.
- **Webber Farms Sausage Gravy.** A generous helping of sausage (20% meat by weight) is what gives our sausage gravy its delicious made-from-scratch country flavor and appearance. This frozen, concentrated gravy is easy to prepare—just add water to reconstitute to a thick, creamy texture, heat and serve.
- **Webber Farms Sausage and Biscuits.** This fully cooked sausage patty on a buttery homestyle biscuit or fresh bun offers a delicious option for self-service or "breakfast-on-the-go". In microwaveable packages of two, these products are perfect for vending, schools, buffets, hotel hospitality applications and more.

Our Superior Sausage Line

Representing a broad selection of pre-browned, raw and skinless combinations, the Superior line delivers maximum value.

- **Quick Finish Fully-Cooked Casing Links.** Ready in mere minutes, our Superior fully-cooked sausage links feature a delicious blend of quality meats and seasonings with the natural appearance of skin-on casing.
- **Webber Farms Fresh Sausage Links and Patties.** With a focus on value, Webber Farms' Superior fresh sausage products offer delicious country flavor and consistent quality and texture. Made from choice cuts of USDA inspected fresh pork, products are Individually Quick Frozen (IQF) for easier handling, better portion control and less waste.
- **Webber Farms Fully-Cooked Skinless Sausage Links and Patties.** Delivering all the benefits of fully cooked and browned sausage with the appearance of freshly prepared, Webber Farms' Superior fully-cooked line helps operators watch their bottom line. Our quality spice blend provides consistent flavor in every bite.

Swift Premium Brown 'N Serve Sausage Line

Serve the famous country-style flavor that makes Brown 'N Serve America's top selling sausage. These fully-cooked and browned links and patties feature heat-and-serve convenience. Varieties include:

- **Links and Patties***
- **Ham Links and Patties***
- **Beef Links**

*Available CN labeled

BACON

Our diverse bacon product line includes fully-cooked and fresh varieties to meet every menu application.

- **Quick Finish Cooked Bacon.** Pre-blanching for fresh-off-the-griddle appearance, Quick Finish bacon is designed to provide labor saving convenience for improved yields and higher margins. Available in traditional layout style, as well as buffet and platter style for high volume bacon users.
- **Swift Premium Cooked Bacon.** The most trusted name in the breakfast meats category, Swift Premium cooked bacon delivers the taste and quality you expect from a leader. Available in thick or thin slice varieties, as well as a round "sandwich-ready" style.
- **Swift Premium Cooked Bacon Chips & Bits.** Add the delicious flavor of cooked bacon to salads, omelets and more with the Swift Premium line of real bacon chips and bits. Swift Premium chips are perfect for BLT's and pizza toppings, while our bits add zest to baked potatoes and salad bars.
- **Armour Fresh Bacon.** Our fresh bacon varieties are closely trimmed from center cut pork bellies, and slowly cured and smoked for rich flavor. Armour Redi-grill bacon is perfect for any operator.

COOKED HAM

Premium, cooked ham products provide distinct flavor and versatility for a diverse breakfast menu or lunchtime applications.

- **Armour Special Occasion Ham.** This premium, natural juice carving ham lends an elegant appearance to breakfast and brunch buffets. Exceptional leanness, excellent plate coverage and delicious hardwood flavor are trademarks of our Special Occasion Ham.
- **Swift Premium Brown 'N Serve Ham Links and Patties*** The fresh taste of ham from the most trusted name in breakfast meats.

*Available CN labeled



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OUR COMMITMENT TO YOU

Solving the Needs of the Foodservice Industry

No matter what you need, we offer solutions. The ASE Foodservice division offers a broad selection of top brands in every product and price category for a versatile range of menu applications. Our line includes:

- Ham
- Turkey
- Cooked Roast Beef
- Italian Meat Specialties
- Breakfast Sausage
- Cooked and Raw Bacon
- Franks and Sausage
- Meatballs
- Sliced Meats
- Healthy Choice Deli Meats and Franks

Value-Added Benefits from a Single Source Provider

As a single source provider of foodservice solutions, we offer valuable programs and services that benefit our customers. We provide rebate programs, recipe ideas, even new product development. Plus, our single source capability enables you to streamline your ordering process and receive all your prepared meats in a convenient, single delivery.



PARTNERSHIP PROGRAMS TO BUILD YOUR BUSINESS

Marketing support, menuing assistance, merchandising material...our brands are backed by partnership programs to help you improve your bottom line. Our support programs and consumer recognized brands are designed to help you save time, money and labor costs, expand your menu and increase your profits.

Call now for innovative tools you can use today, and watch our contribution grow as we add even more programs and resources, including:

- Industry Newsletter
- Point-of-Sale Materials
- Menuing Program
- Convenient, Labor Saving Recipes
- Product Literature
- Purchase Incentive Programs
- Branded Merchandising

We're all about helping you find solutions.

CALL TODAY: (800) 357-6543

ASE FOODSERVICE

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