



*Honoring Tradition and Taste*

# Brand Guide



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## *Why Asian?*

- Asian dishes feature fresh and healthy ingredients.
- Asian food has Gen X and Gen Y appeal.
- Asian food focuses on fresh fruits and vegetables, herbs, and soy which are in sync with today's nutritional recommendations.
- Successful Asian-themed restaurants are popping-up in many cities.
- In the food pages of culinary and mainstream women's publications, Asian recipes now account for 18.5% of all ethnic recipes featured, surpassing Mexican recipes in popularity.

(Source: Foodwatch 1999)



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## *Why Minh®?*

- Minh® is the largest manufacturer of egg rolls in the world.
- Minh® products are menued in every foodservice segment, as well as supermarkets, convenience stores, and wholesale clubs worldwide.
- Minh product lines have expanded beyond egg rolls to include: stir fry entrées, spring rolls, appetizers, fried rice, vegetable lo mein, portion control sauces, and fortune cookies.

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## Appetizers

- Minh™ Dim Sum ("little cakes" in Chinese) are natural complements to any Asian meal.
- Minh® Asian appetizers offer a variety of bite-sized delicacies filled with select meats and garden fresh vegetables.



### Mini Egg Rolls

- Lean hand-cut pork mixed with fresh vegetables and combined with a tangy sauce.
- Hand rolled in our traditional egg roll wrapper.
- Versatile product can be deep-fried, heated in a microwave, or oven-baked.

Variety	Code #	Unit Wt.	Case Ct.
Spicy Pork Mini Egg Rolls .....	69021	0.80 oz.	200
Vegetable Mini Egg Rolls .....	69057	0.80 oz.	200



### Crab Rangoon

- Crescent-shaped pastry filled with a mixture of minced crabmeat and seafood blend, real cream cheese, crisp water chestnuts, bell peppers, and mild spices.
- Can be quickly oven-baked for volume feeding, deep-fried, or heated in a microwave.

Variety	Code #	Unit Wt.	Case Ct.
Crab Rangoon .....	69053	0.65 oz.	186



### Pork Potstickers

- Asian noodle wrap that provides a great tasting, authentic looking accompaniment to any Asian meal.
- Filled with seasoned pork and spice.
- Versatile product can be deep-fried, heated in a microwave, steamed, pan-fried or oven-baked.

Variety	Code #	Unit Wt.	Case Ct.
Pork Potstickers .....	69045	0.65 oz.	186
Steamed Pork Potstickers .....	69332	0.65 oz.	186
Steamed Pork Potstickers .....	69132	1.50 oz.	108



### Fried Cream Cheese Wontons

- Filled with cream cheese and seafood blend.
- Versatile product can be deep-fried, heated in a microwave, or oven-baked.

Variety	Code #	Unit Wt.	Case Ct.
Fried Cream Cheese Wontons .....	69256	0.55 oz.	218

## Complementary Items

- With Minh®, great taste and convenience are in the bag with ingredients that are pre-packed in individual component pouches.

Variety	Code #	Unit Wt.	Case Ct.
Sweet & Sour Sauce Packet .....	69737	0.40 oz.	1/250
Hot Mustard Sauce Packet .....	69769	0.30 oz.	1/250
Individually Wrapped Fortune Cookies .....	69984	0.15 oz.	1/375





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## Egg Rolls

- Minh® egg rolls are manufactured with superb quality control.
- Individually quick frozen to extend shelf life and lock in flavor and freshness.
- Fully cooked so you can prepare and serve in minutes!



### Stir Fry Rolls – 4.0 oz.

- A healthy stir fry in an egg roll wrap.
- Individually wrapped in a colorful retail printed film.

Variety	Code #	Unit Wt.	Case Ct.
Sweet & Sour Chicken .....	.56336	4.00 oz.	36
Szechwan Chicken .....	.56341	4.00 oz.	36



### Egg Rolls – 1.5 oz.

- Size makes them perfect for buffets, happy hours, catering, and appetizers.

Variety	Code #	Unit Wt.	Case Ct.
Pork & Shrimp Egg Roll .....	.69077	1.50 oz.	144
Pork & Vegetable Egg Roll (no msg) .....	.69373	1.50 oz.	144
Pork & Vegetable Egg Roll* .....	.69000	1.50 oz.	144
Vegetable Egg Roll .....	.69026	1.50 oz.	144



### Egg Rolls – 2.0 oz.

- The 2 oz. size is typical of what is served in a Chinese restaurant.
- Add a breakfast egg roll to spice up your breakfast menu.

Variety	Code #	Unit Wt.	Case Ct.
Breakfast Egg Roll .....	.69090	2.00 oz.	6/18
Pork & Vegetable Egg Roll* .....	.69015	2.00 oz.	1/108
Pork & Vegetable Egg Roll (no msg) .....	.69449	2.00 oz.	1/108



### Egg Rolls – 2.5 oz.

- The taste of the Southwest.
- Special blend of pork and vegetables seasoned with green chili and Jalapeño peppers.

Variety	Code #	Unit Wt.	Case Ct.
Southwest Egg Roll .....	.76010	2.50 oz.	6/12



### Egg Rolls – 3.0 oz.

- Larger size egg rolls with more filling and flavor.
- Traditional egg roll wrapper.

Variety	Code #	Unit Wt.	Case Ct.
Beef Egg Roll* .....	.69656	3.00 oz.	1/60
Chicken Egg Roll .....	.69049	3.00 oz.	6/12
Pork & Shrimp Egg Roll .....	.69131	3.00 oz.	6/12
Pork & Vegetable Egg Roll I.W. ....	.69010	3.00 oz.	60
Pork & Vegetable Egg Roll* .....	.69100	3.00 oz.	6/12
Pork & Vegetable Egg Roll (no msg) .....	.69151	3.00 oz.	6/12
Pork & Vegetable Egg Roll .....	.69192	3.00 oz.	1/60
Shrimp Egg Roll .....	.69110	3.00 oz.	6/12
Seafood Egg Roll .....	.69334	3.00 oz.	6/12
Vegetable Egg Roll .....	.69039	3.00 oz.	6/12

\* contains msg



# SCHWAN'S

## Stir Fry

- Minh® Stir Fry is always quick, easy, and delicious.
- Individually packaged components to keep flavors separate and distinct while protecting the quality of the food.
- Two kits per case.
- Each regular kit includes meat, sauce, and vegetables and yields 12/6 oz. portions.
- Each jumbo kit includes meat and sauce and yields 58/6 oz. portions with the addition of 10 lbs. of fresh vegetables.
- Add 4 oz. of rice to each meal for a 10 oz. portion.



### Regular Stir Fry (2/33 oz. Veg; 2/21 oz. Sauce; 2/18 oz. Meat)

Variety	Code #	Unit Wt.	Case Ct.
Szechwan Chicken .....	56325	6.00 oz.	2 kits
Sweet & Sour Pork .....	56326	6.00 oz.	2 kits
Teriyaki Beef .....	56327	6.00 oz.	2 kits
Beef & Broccoli .....	56333	6.00 oz.	2 kits
Sweet & Sour Chicken .....	56353	6.00 oz.	2 kits



### Jumbo Stir Fry (2/108 oz. Sauce; 2/80 oz. Meat)

Variety	Code #	Unit Wt.	Case Ct.
Sweet & Sour Pork .....	76121	3.20 oz.	2 kits
Szechwan Chicken .....	76122	3.20 oz.	2 kits
Teriyaki Beef .....	76123	3.20 oz.	2 kits



### Fried Rice (4/3 lb. Bags)

Variety	Code #	Unit Wt.	Case Ct.
Vegetable Fried Rice .....	59372	4.00 oz.	4/3 lb. bags



### Lo Mein (2/48 oz. Noodles; 2/26 oz. Sauce; 2/24 oz. Veg)

Variety	Code #	Unit Wt.	Case Ct.
Vegetable Lo Mein .....	56317	6.00 oz.	2 kits



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