

# WRIGHT® BRAND BACON

Unparalleled Natural Texas  
Hickory-Smoked Flavor.



PORK



1 6 7 2

Everything's New BLT

- More than 80 years producing bacon at the Vernon, Texas, facility
- An exclusive focus on crafting high-quality bacon with unmatched rich Texas hickory-smoked flavor
- Breadth of product line provides the right product with the right quality at the right price





Fusilli Carbonara

*We know bacon. Since 1922, crafting high-quality bacon has been our exclusive focus. So if you're looking for premium bacon that will set your menu apart, choose Wright® brand bacon. The distinctive, natural Texas hickory-smoked flavor of Wright brand bacon satisfies your most demanding customers and helps build customer loyalty. Plus, with our unmatched product consistency, variety of slice counts, and wide range of product styles and case sizes, Wright brand bacon lets you expand your menu options while increasing profits.*

## THE TREND TOWARD BACON

- Bacon is the most popular way to increase check averages with minimal food costs
- Bacon sales are predicted to grow 15% between 2002 and 2007 (Source: National Pork Board)
- Fully cooked bacon sales grew nearly 100% over the last 2 years, now comprising a 7% share of the total market (Source: AC Nielsen 2005)
- Total bacon menu "mentions" have increased 7.4% over the past 4 years (Source: Chain Account Menu Survey)
- Bacon beyond breakfast is increasing. Bacon servings for lunch are up 12% versus a year ago, and bacon servings for dinner are up 5% versus a year ago (Source: CREST® 2005)

## MAKING MONEY WITH BACON

- Wright brand bacon drives sales, generates strong margins, and builds customer loyalty by delivering customer satisfaction with unmatched flavor and consistency
- Premium flavor can command a premium price
  - By adding Wright brand bacon to your menu as an add-on, you can charge around 20% more for the entrée while increasing food cost by only 5%

## MENUING IDEAS

For complete recipes and menuing ideas featuring bacon, please visit the Food Service section of [www.tyson.com](http://www.tyson.com).

### Advantages of Using Wright Brand Fully Cooked Bacon

- Raw-bacon users usually burn 8%–10% of a case of bacon on average. This increases the slice cost by the same percentage
- Raw-bacon users generally buy based on slices per pound with a slice count range
  - If the case is below the target slice count by 10%, that increases the cost per slice by the same percentage
- Wright brand fully cooked bacon slice counts are guaranteed, and when you compare the cost per slice of fully cooked versus raw bacon, it is generally the same or even less for fully cooked

AM Bacon Pounder

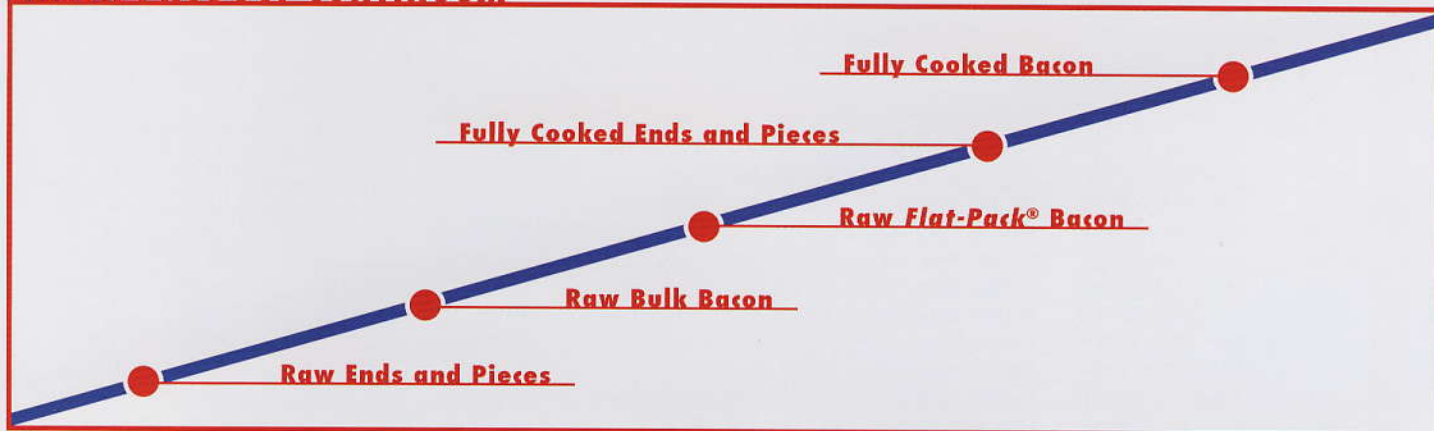




# THREE KEY REASONS TO CHOOSE WRIGHT® BRAND BACON

1. Nationally recognized Texas hickory-smoked flavor achieved from our slow cooking/smoking process that takes 6–7 hours—liquid smoke is never used.
2. Our variety of products meets diverse needs—from premium perception and center-of-plate application to portion cost control to bacon as an ingredient.
3. Three premium flavors of Wright brand bacon to choose from—rich Texas hickory-smoked, delicate applewood-smoked, and delicious maple-flavored.

## BACON PRODUCT CONTINUUM



## PRODUCT VARIETIES

- Raw Product Varieties
  - Wright Brand Natural Applewood-Smoked and Maple-Flavored
  - Wright Brand Natural Texas Hickory-Smoked Bacon
- Raw Pack Options
  - Variety of slice counts available
  - Layer-style *Flat-Pack* Bacon (including gas-flushed and frozen)
    - 15-lb. to 20-lb.
  - Bulk Pack (including fresh, gas-flushed, and frozen)
    - 10-lb. to 33-lb.
  - Ends and Pieces
    - 10-lb.
- Fully Cooked Product Varieties
  - Wright Brand Fully Cooked Slices
    - Natural Texas Hickory-Smoked
    - Variety of slice thicknesses—thick to thin
    - Guaranteed slice counts—300-count (slices)
    - Shelf stable
- Ends and Pieces
  - Shelf stable

## RAW BACON PREPARATION (FROM FROZEN)

Method	Temperature	Time (min.)
Griddle .....	350°F.....	5
Conventional Oven .....	325°F.....	10
Convection Oven .....	325°F.....	10
Microwave.....	High.....	1 to 2

## WARMING FULLY COOKED BACON

Method	Temperature	Time
Griddle .....	350°F .....	1 min. each side
Conventional Oven .....	350°F .....	2 min.
Convection Oven .....	325°F.....	2 min.
Microwave.....	High.....	45 sec.

## WHY TYSON FOODS, INC.?

### PRODUCTS THAT DELIVER CONVENIENCE WITHOUT COMPROMISE.™

- Chicken, beef, and pork products that simplify preparation, without compromising finished quality
- Commitment to make ours the safest, most wholesome products you can buy
- Themed and customizable P.O.P. materials to support customers' marketing efforts
- Ongoing efforts to create operation-friendly products that appeal to evolving consumer taste preferences
- On-staff food scientists, certified chefs, and technicians work in USDA-approved research and development production facilities
- Industry involvement in ACF, FMI, HFM, IDDBA, IFDA, IFMA, IMCEA, NACS, NACUFS, NRA, International Food Safety Council, SNA, SFM, WFF, and WRA



# PRODUCTS AND SPECIFICATIONS

	Product Code	UPC	Description	Pack Type	Case Pack	Net Wt. (lb.)
RAW	<b>Natural Texas Hickory-Smoked Center-Cut Bacon</b>					
	401831	000-79621-01008-8	Natural Texas Hickory-Smoked Center-Cut Bacon, bulk, thin, 18–22 slices per lb.	Fresh	1/30-lb.	30
	401825	000-79621-00474-2	Natural Texas Hickory-Smoked Center-Cut Bacon, bulk, regular, 6 slices per in.	Fresh	1/25-lb.	25
	<b>Natural Texas Hickory-Smoked Bacon, Sliced to the Pound</b>					
	401415	000-79621-00144-4	Natural Texas Hickory-Smoked <i>Flat-Pack</i> ® Bacon, regular, 14–18 slices per lb.	Frozen	1/15-lb.	15
	401515	000-79621-00155-0	Natural Texas Hickory-Smoked <i>Flat-Pack</i> Bacon, thin, 18–22 slices per lb.	Frozen	1/15-lb.	15
	405117	000-79621-01380-5	Natural Texas Hickory-Smoked <i>Flat-Pack</i> Bacon, thin, 18–22 slices per lb., lower sodium	Frozen	1/15-lb.	15
	401004	000-79621-00827-6	Natural Texas Hickory-Smoked Bacon, bulk, extra-thick, 10–14 slices per lb.	Fresh	1/10-lb.	10
	401006	000-79621-00847-4	Natural Texas Hickory-Smoked Bacon, bulk, extra-thick, 10–14 slices per lb.	Fresh	1/15-lb.	15
	401032	000-79621-00858-0	Natural Texas Hickory-Smoked Bacon, bulk, extra-thick, 10–14 slices per lb.	Fresh	1/25-lb.	25
	401035	000-79621-00876-4	Natural Texas Hickory-Smoked Bacon, bulk, extra-thick, 10–14 slices per lb.	Fresh	1/33-lb.	33
	401111	000-79621-00698-2	Natural Texas Hickory-Smoked Bacon, bulk, regular, 14–16 slices per lb.	Fresh	1/15-lb.	15
	401113	000-79621-00889-4	Natural Texas Hickory-Smoked Bacon, bulk, regular, 14–18 slices per lb.	Fresh	1/10-lb.	10
	401132	000-79621-00951-8	Natural Texas Hickory-Smoked Bacon, bulk, regular, 14–18 slices per lb.	Fresh	1/30-lb.	30
	401135	000-79621-00945-7	Natural Texas Hickory-Smoked Bacon, bulk, regular, 14–18 slices per lb.	Fresh	1/33-lb.	33
	401120	000-79621-00901-3	Natural Texas Hickory-Smoked Bacon, bulk, regular, 14–18 slices per lb.	Fresh	1/15-lb.	15
	401120	000-79621-01639-4	Natural Texas Hickory-Smoked Bacon, bulk, regular, 14–18 slices per lb.	Frozen	1/15-lb.	15
	401730	000-79621-00795-8	Natural Texas Hickory-Smoked Bacon, bulk, regular, 14–18 slices per lb., certified	Frozen	1/30-lb.	30
	401211	000-79621-00936-5	Natural Texas Hickory-Smoked Bacon, bulk, thin, 18–22 slices per lb.	Fresh	1/10-lb.	10
	401221	000-79621-00938-9	Natural Texas Hickory-Smoked Bacon, bulk, thin, 18–22 slices per lb.	Fresh	1/15-lb.	15
	401226	000-79621-00933-4	Natural Texas Hickory-Smoked Bacon, bulk, thin, 18–22 slices per lb.	Fresh	1/25-lb.	25
	401231	000-79621-00941-9	Natural Texas Hickory-Smoked Bacon, bulk, thin, 18–22 slices per lb.	Fresh	1/30-lb.	30
	401234	000-79621-00944-0	Natural Texas Hickory-Smoked Bacon, bulk, thin, 18–22 slices per lb.	Fresh	1/33-lb.	33
	401316	000-79621-00934-1	Natural Texas Hickory-Smoked Bacon, bulk, extra-thin, 22–26 slices per lb.	Fresh	1/15-lb.	15
	<b>Natural Texas Hickory-Smoked Bacon, Sliced to the Inch</b>					
	401717	000-79621-01717-9	Natural Texas Hickory-Smoked <i>Flat-Pack</i> Bacon, 6 slices per in.	Frozen	1/15-lb.	15
	401005	000-79621-00006-5	Natural Texas Hickory-Smoked Bacon, bulk, extra-thick, 5 slices per in.	Fresh	1/15-lb.	15
	401041	000-79621-00013-3	Natural Texas Hickory-Smoked Bacon, bulk, extra-thick, 5 slices per in.	Fresh	1/30-lb.	30
	401033	000-79621-00015-7	Natural Texas Hickory-Smoked Bacon, bulk, extra-thick, 5 slices per in.	Fresh	1/33-lb.	33
	401110	000-79621-00019-5	Natural Texas Hickory-Smoked Bacon, bulk, regular, 6 slices per in.	Fresh	1/10-lb.	10
	401112	000-79621-00027-0	Natural Texas Hickory-Smoked Bacon, bulk, regular, 6 slices per in.	Fresh	1/12-lb.	12
	401115	000-79621-00037-9	Natural Texas Hickory-Smoked Bacon, bulk, regular, 6 slices per in.	Fresh	1/15-lb.	15
	401125	000-79621-00050-8	Natural Texas Hickory-Smoked Bacon, bulk, regular, 6 slices per in.	Fresh	1/25-lb.	25
	401130	000-79621-00063-8	Natural Texas Hickory-Smoked Bacon, bulk, regular, 6 slices per in.	Fresh	1/30-lb.	30
	401133	000-79621-00072-0	Natural Texas Hickory-Smoked Bacon, bulk, regular, 6 slices per in.	Fresh	1/33-lb.	33
	401210	000-79621-00083-6	Natural Texas Hickory-Smoked Bacon, bulk, thin, 9 slices per in.	Fresh	1/10-lb.	10
	401212	000-79621-00090-4	Natural Texas Hickory-Smoked Bacon, bulk, thin, 9 slices per in.	Fresh	1/12-lb.	12
	401215	000-79621-00098-0	Natural Texas Hickory-Smoked Bacon, bulk, thin, 9 slices per in.	Fresh	1/15-lb.	15
	401225	000-79621-00110-9	Natural Texas Hickory-Smoked Bacon, bulk, thin, 9 slices per in.	Fresh	1/25-lb.	25
	401233	000-79621-00126-0	Natural Texas Hickory-Smoked Bacon, bulk, thin, 9 slices per in.	Fresh	1/33-lb.	33
	<b>Specialty Flavored Bacon</b>					
	401270	000-79621-01568-7	Natural Applewood-Smoked Center-Cut Bacon, bulk, thin, 18–22 slices per lb.	Gas-Flushed	1/15-lb.	15
	401420	000-79621-01565-6	Natural Applewood-Smoked <i>Flat-Pack</i> Bacon, regular, 14–18 slices per lb.	Gas-Flushed	2/10-lb.	20
	401520	000-79621-01566-3	Natural Applewood-Smoked <i>Flat-Pack</i> Bacon, thin, 18–22 slices per lb.	Gas-Flushed	2/10-lb.	20
	401043	000-79621-01601-1	Natural Applewood-Smoked Bacon, bulk, thick, 10–14 slices per lb.	Gas-Flushed	1/15-lb.	15
	401116	000-79621-01572-4	Maple-Flavored Center-Cut Bacon, bulk, regular, 14–18 slices per lb.	Gas-Flushed	1/15-lb.	15
	401521	000-79621-01561-8	Maple-Flavored <i>Flat-Pack</i> Bacon, thin, 18–22 slices per lb.	Gas-Flushed	2/10-lb.	20
	404824	000-79621-46107-1	Natural Texas Hickory-Smoked Center-Cut Peppered Bacon, bulk, thick, 7 slices per in.	Vacuum Packed	12/1.5-lb.	18
	401223	000-79621-01294-5	Natural Texas Hickory-Smoked Peppered Bacon, bulk, regular, 6 slices per in.	Fresh	1/30-lb.	30
FULLY COOKED	<b>Flavor First® Fully Cooked Natural Texas Hickory-Smoked Bacon</b>					
	403005	000-79621-01280-8	Flavor First Fully Cooked Bacon, thick	Gas-Flushed	3/100 ct.	N/A
	403108	000-79621-01281-5	Flavor First Fully Cooked Bacon, regular	Gas-Flushed	3/100 ct.	N/A
	403210	000-79621-01282-2	Flavor First Fully Cooked Bacon, thin	Gas-Flushed	3/100 ct.	N/A
	403250	000-79621-01286-0	Flavor First Fully Cooked Bacon Pieces	Gas-Flushed	2/5-lb.	10

Note: Gas-Flushed/Fresh products are brand code 616. Frozen products are brand code 210.

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