CRISPITOS™



Go With It.

Tyson® Crispitos fuel today's lifestyles. Each tortilla-wrapped minimeal is packed with energy, fruit or protein filling, and great taste. Crispitos feature favorite flavors packed with energy, from Chicken Pizza and Chicken Pot Pie to Very Cherry. They're flavors in a fun form, from Chicken Pot Pie to Very Cherry. They're good to go and great as entrées or desserts. And they're easy to prepare. Crispitos to go and great as entrées or desserts what it takes to keep up with life today.

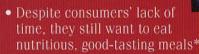


Why Serve Tyson Crispitos?

On-Trend

- Great-tasting handheld fuel for today's on-the-go lifestyles
- Portability is a dominant growth trend. Instead of

dining in restaurants or at home, many people are eating at their desks, in their cars, and on the run. And more meal occasions are portable*



• Variety of flavors to meet your patrons' tastes

*Prepared Foods, 1999

Kid-Friendly

- Unique, fun menu offering
- Crispitos are a delicious way to meet school menu requirements (for details, see "Product Varieties,

Specifications & Nutritional Information" chart)

Versatile

- Serve as snacks, appetizers, entrees, or desserts
- Create signature offerings with sauces, garnishes, and sides

Easy

- · Fully cooked
- Quick preparation for lower labor costs
- · Heat-and-serve

Why Tyson Foods?

Experience

The #1 chicken producer in the world, with more than 65 years' experience

All-natural chicken that's family-farm raised without additives

Food Safety

Commitment to food safety all the way from farms to recipes
Implemented HACCP protocol years before federal mandate
More than 3,000 food safety and quality-assurance personnel
Founding sponsor of the International Food Safety Council

Environmental Commitment

Converting waste material into energy to run plant generators

Using natural no-chemical method to clean process water

Unparalleled Resources

Detailed product information via $\underline{www.tysonfoodsinc.com}$ or Chicken Concierge

Personalized menuing ideas and recipes via <u>madetoorder.tyson.com</u>

Off-the-shelf and customized merchandising materials available through your Tyson Foods sales representative

Research

On-staff food scientists and technicians work in USDA approved research and development production facility

Track current consumer and food trends to help bring innovative products to market

Industry Involvement

ACF, ASFSA, FMI, HFM, IDDBA, IFDA, IFMA, IMCEA, NACE, NACS, NACUFS, NCA, NRA, International Food Safety Council, SFM, and WRA

Active in the fight to end hunger in America through national sponsorship of Share Our Strength™ and Operation Frontline™

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Why Chicken?

America's Favorite Protein

Appears on 97% of all foodservice menus, more than any other protein (Source: Chain Account Menu Survey)

Consumption projected to increase 20.7% between 2000 and 2010 (Source: USDA)

Versatile, cost-effective, more convenient forms than any other protein

Flavor Profiles















Introducing an all-time favorite in a fun new form! PB&J Roll-Ups™ are soft flour tortillas stuffed with creamy peanut butter and sweet grape jelly. They're Kid-Tested, Kid-Approved™ and easy to prepare — simply thaw and serve.



Product Varieties, Specifications & Nutritional Information

Product Code	Description	Case Pack	Net Weight (lb.)	Serving Size	Cal. (keal)	Fat (g)	Chol. (mg)	Sod. (mg)	Carb. (g)	Prot. (g)	M/MA (oz.)	G/B (srvng.)
Crispitos	TM											
4776-928	Pizza	72/3.25 oz.	14.62	1 piece	230	8.0	25	680	26	12	1.25	1.25
4779-928	Chicken Pot Pie	72/3.25 oz.	14.62	1 piece	210	11.0	- 35	330	18	10	1.0	1.25
7880-928	Chicken Chili	72/3.25 oz.	14.62	1 piece	220	10.0	35	320	22	9	1.0	1.25
7870-928	CN Chicken Chili	72/3.25 oz.	14.62	1 piece	220	10.0	35	320	22	9	1.0	1.25
7888-928	Chick'n Cheese	72/2.75 oz.	12.38	1 piece	180	7.0	15	280	22	9	0.5	1.25
7868-928	Very Cherry	72/2.75 oz.	12.38	1 piece	190	6.0	0	85	31	3	0.0	1.25
7890-928	Apple Cinnamon	72/2.75 oz.	12.38	1 piece	200	5.0	30	135	34	4	0.0	1.25
PB&J Ro	ll-Ups™											
4780-928	PB&J Roll-Ups	72/2.87 oz.	12.91	1 piece	310	15.0	0	125	34	8	1.0	1.25
4106-928	PB&J Roll-Ups	72/3.25 oz.	14.62	1 piece	360	18.0	0	160	39	10	2.0	1.25

Preparation

Method	Temperature	Time				
Crispitos						
Conventional Oven	375°F	10-12 min.				
Convection Oven	375°F	6–8 min.				
Microwave	High	2½ min.				
Deep Fryer	350°F	4-4½ min.				
PB&J Roll-Ups						
Thaw-and-serve	Room Temperature	1 hour				
Conventional Oven	350°F	15–18 min.				
Convection Oven	325°F	8–10 min.				
Microwave	Defrost Setting	1½–2 min.				

Need More Information?



1-800-24-TYSON, Crispitos, ext. 253 PB&J Roll-Ups, ext. 472





P.O. Box 2020, Springdale, AR 72765-2020



Register on madetoorder.tyson.com for special offers and menuing ideas

