



Sticklers™ Skewered Chicken

A Short-cut to Skewered Sensations.



1 7 3 4

Stick to What Makes Your Job Easier.



Central Park
Chicken Cone

Why Serve Tyson Sticklers Skewered Chicken?

Popularity

- Even though the preparation technique is not new, kabobs are still perceived as trendy and unexpected*
- Skewered food has a lot of appeal because it's easy to handle, ready to go, and attractive*
- Handheld foods are some of the fastest-growing products in the industry

Convenience

- Minimal labor required; ideal for less-skilled workers

Flavor

- Chefs are increasingly turning on customers to the more intense flavor and moistness of dark meat**
- Can easily be used with a wide variety of on-trend flavors

Opportunity

- Appetizers are a great way to introduce new ethnic flavors and preparation techniques†
- Segments such as Asian, Barbecue, and Family/Coffeeshop are capitalizing on the popularity and profitability of appetizers‡

* Food Management, Skewer 'Em!, July 2003

** Plate, The Poultry Issue, Summer 2003

† Flavor & the Menu 2003

‡ Cams 2003, Food Beat, Inc.

If you're a stickler for easy-to-prepare menu items that create excitement—stick to Tyson® Sticklers™ Skewered Chicken. Tender chicken meat on sticks, Sticklers Skewered Chicken packs juicy handmade appeal in every bite, without the handmade effort. It allows you to capitalize on the popularity of handheld foods. And since it's the perfect companion for on-trend flavors, Sticklers Skewered Chicken is an easy choice to stick with.

Menuing Ideas

Calcutta Chicken Satays

Grilled skewered chicken served over cumin couscous spiked with zucchini, yellow squash, bell peppers, and raisins. Peanut-coconut sauce coats the top of this Indian dish garnished with fresh cilantro and roasted peanuts.

Venetian Chicken Skewers

Grilled skewered chicken brushed with balsamic glaze and served with a skewer of roasted bell peppers, artichoke hearts, and sun-dried tomatoes. Paired with garlic bruschetta slices and garnished with fresh basil.

Central Park Chicken Cone

Skewers of steak-seasoned chargrilled chicken with sweet caramelized onion relish wrapped up in a tortilla with extra-thin, extra-crispy shoestring potatoes tossed in Gorgonzola cheese crumbles.

Product Details

Varieties

Thigh Sticklers Skewered Chicken

Chicken thigh meat pieces on a stick.

Preparation

(from frozen)

Method	Temp.	Time (min.)
Conventional Oven	350°F	20 to 30
Convection Oven	325°F	12 to 17
Electric Grill	350°F	25 to 35
Gas Grill	Medium-high	12 to 17
Deep Fryer	350°F	5

Holding

Method	Temp.	Time (min.)
Steam Table	Above 140°F	30
Heat Lamp	170°F	30

Appliances vary; adjust accordingly.

See product case labels for detailed cooking and holding instructions, or call 1-800-24-TYSON, ext. 420.

Menu Promotions

Once you've selected your favorite *Tyson® Sticklers™* Skewered Chicken menuing ideas, use these promotion ideas to generate excitement for this product.

Create Your Own Appetizer

Feature charbroiled or chargrilled *Sticklers* Skewered Chicken and let your patrons create their own combination of glazes and dipping sauces.

Cravable Glazes

- Fiery Szechwan
- Sesame Teriyaki
- Honey Chipotle
- Smoky Barbecue
- Balsamic
- Spicy Caribbean

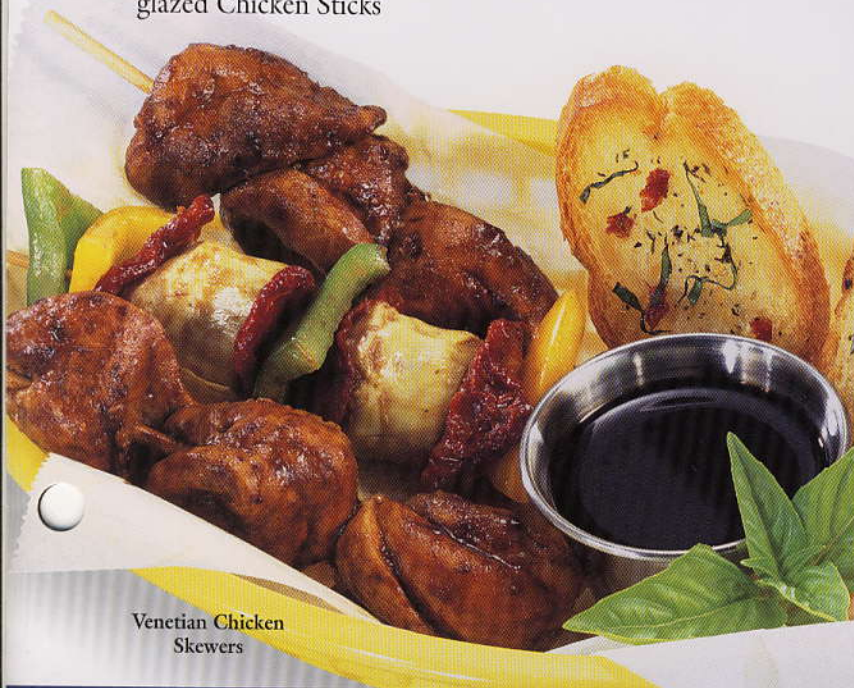
Dips that Sizzle

- Tropical Sweet-and-Sour Sauce
- Thai Peanut Sauce
- Mango Salsa
- Honey Mustard
- Teriyaki Sauce
- Barbecue Sauce
- Marinara Sauce
- Jalapeño Ranch Dressing
- Garlic Parmesan Sauce
- Dijon Honey Mustard
- Buffalo Sauce
- Alfredo Sauce
- Ranch Dressing

Big Bowls with *Sticklers* Skewered Chicken

Feature a "Big Bowl" presentation of noodle or grain-based entrées or salads topped with *Sticklers* Skewered Chicken basted in a complementary glaze for a signature on-trend presentation.

- Louisiana Red Beans and Rice with Cajun Blackened Chicken Sticks
- Southwestern Caesar Salad with Red Chile Garlic Grilled Chicken Sticks
- Basmati Rice Bowl with Grilled Vegetables and Balsamic-glazed Chicken Sticks



Venetian Chicken
Skewers

Why Tyson Foods, Inc.?

More Than 65 Years' Experience with Chicken, Beef, and Pork

- The world's leading processor of chicken, beef, and pork
- Insightful support for optimizing your menu meat mix

Food Safety

- Commitment to food safety from farm to recipe
- A HACCP pioneer with one of the industry's most extensive food-safety laboratory networks
- ISO 9001:2000 and ISO/IEC 17025-certified laboratory provides an international benchmark for food-safety training and testing to assure our processes, products, and people set the standard for food safety
- Founding sponsor of the International Food Safety Council
- Implemented product security plans in all plants to protect ingredient safety

Socially Responsible

- A diverse and talented workforce, enabled by unlimited growth opportunity, employee training, and workplace safety
- Award-winning commitment to energy efficiency in operations
- Leader in development and support for sustainable agriculture
- The industry's first grower environmental-stewardship award program
- Active in the fight to end hunger in America through national sponsorship of Share Our Strength™ and Operation Frontline™
- Active support of disaster relief efforts during local and national emergencies

Unparalleled Resources

- Detailed product information via www.tysonfoodsinc.com
- Personalized menuing ideas and recipes via madetoorder.tyson.com

Commitment to Innovation

- Consumer insight-based research guides our new product development
- 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 facility

Industry Involvement

- ACF, ASFS, FMI, HFM, IDDBA, IFDA, IFMA, IMCEA, NACS, NACUFS, NRA, International Food Safety Council, SEM, and WRA



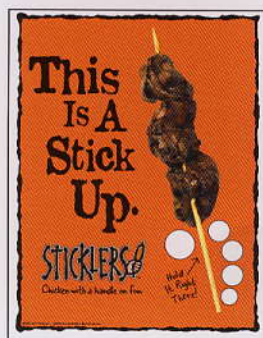
Tyson Foods, Inc.

Investing Our Experience in Your Success™

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Merchandising Materials

Preprinted Merchandising



Counter Card
"This is a stick up.
Hold it right there!"
8-1/2" x 11"
TFS-00-2183

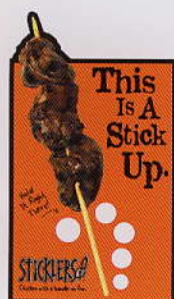
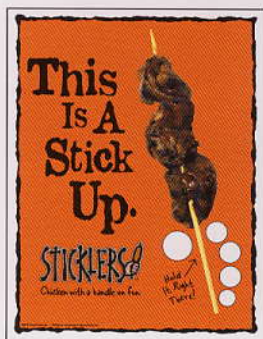


Table Tent
"This is a stick up.
Hold it right there!"
4" x 7"
TFS-00-2211

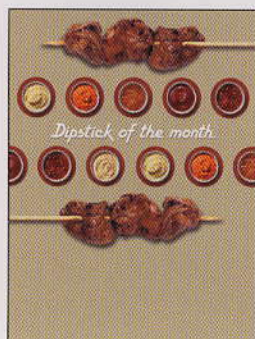
Our merchandising materials are designed to promote impulse sales and maximize appeal of these handheld products by showing eye-catching, mouthwatering full-color product photography. Choose a preprinted version and fax your order to the attention of the P.O.S. and Premium Department at 479-290-4603. Or contact your sales representative to design your own message on one of the customizable versions.

Customizable Merchandising

These materials are available as counter cards (8-1/2" x 11") or as three- or four-sided table tents (4" x 5-1/2"). They can be customized to include price points and featured sauces or glazes.



"This is a stick up.
Hold it right there!"



"Dipstick of the month."



"Don't know what to order? Stick with chicken."



"Stickler for Good"



"Touché"

Specifications & Nutritional Information

Product Code	Description	Case Pack	Approx. Pieces Per Case	Net Wt. (lb.)	Serving Size (pieces)	Cal. (kcal)	Fat (g)	Chol. (mg)	Sod. (mg)	Carb. (g)	Prot. (g)
4354	RTC <i>Sticklers</i> ® Skewered Chicken Thigh Meat	bulk	70	10	2	180	12	80	55	0	19



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1-800-24-TYSON,
ext. 420



www.tysonfoodsinc.com



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Register on made-to-order.tyson.com
for special offers and menuing ideas