

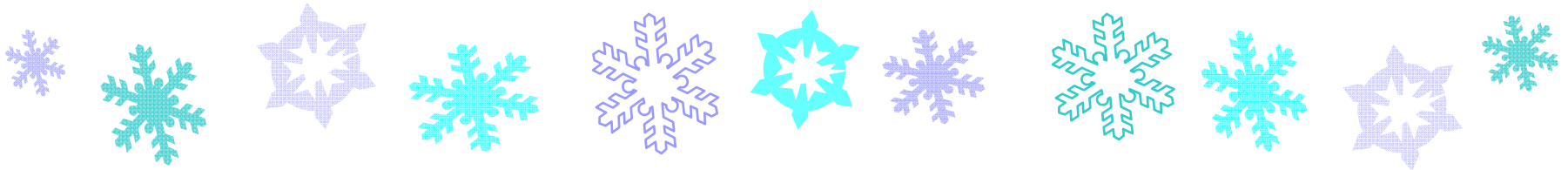


HOLTEN
MEAT INCORPORATED



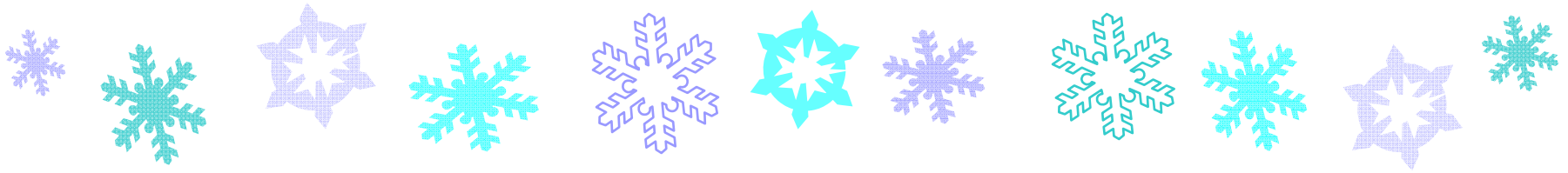
**FROZEN –
Fresher
Than Fresh!**

FRESH VS. FROZEN ASSUMPTIONS



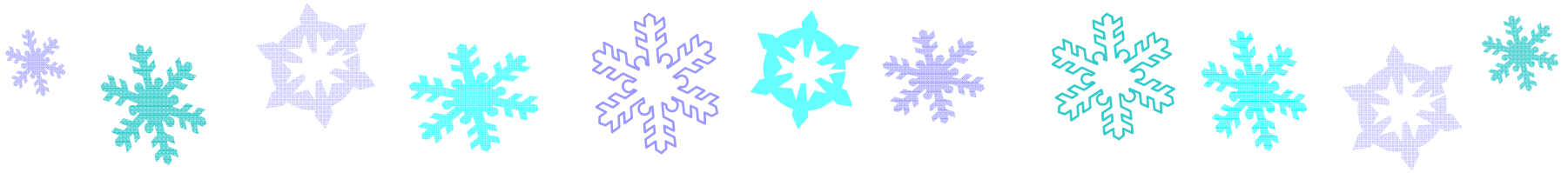
- 1. FRESH PRODUCT IS HIGHER QUALITY - *WRONG!***
- 2. FRESH PRODUCT IS SAFER - *WRONG!***
- 3. FRESH PRODUCT IS EASIER TO PREPARE - *WRONG!***
- 4. FRESH PRODUCT TASTES BETTER - *WRONG!***

WHAT DOES FRESH MEAN?



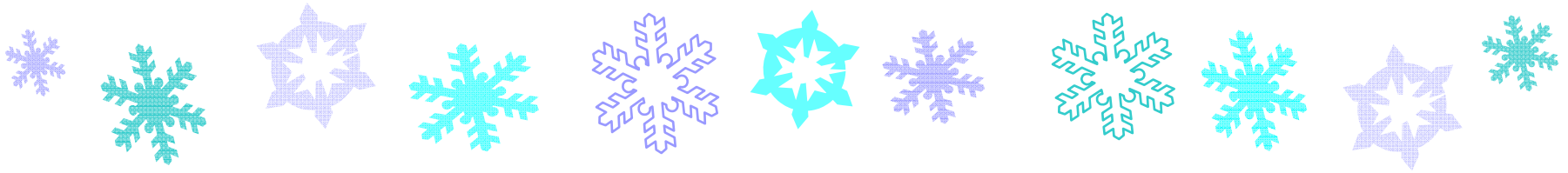
Fresh usually just means the product is being sold in the “wet” or unfrozen state, not that it is of the highest quality or in the best condition.

HOW FRESH *IS* FRESH?



- ❄ **Meat is one of the most perishable of foods, and begins to spoil the moment of slaughter.**
- ❄ **Some bacteria double every 36 hours at 40°F!**
- ❄ **How fresh is your “fresh” product???**

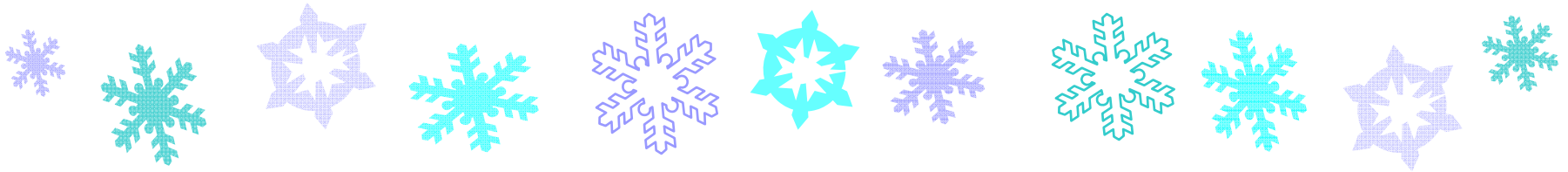
HOW TO STOP SPOILAGE?



FREEZE!

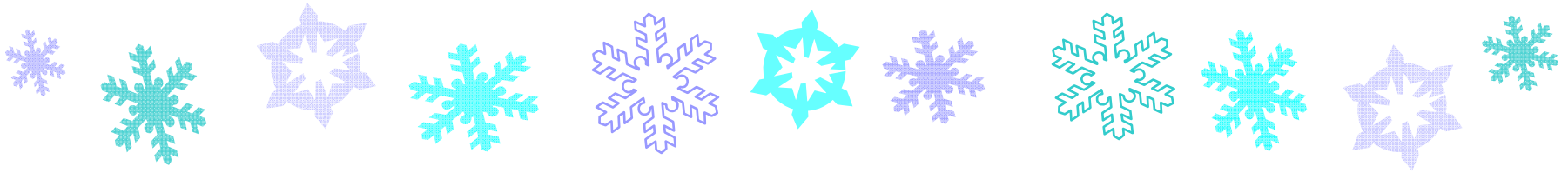
Freezing meat as soon as possible after slaughter and keeping it at 0°F until time of cooking slows spoilage to an absolute minimum.

HOLTEN MEAT FROZEN PATTIES



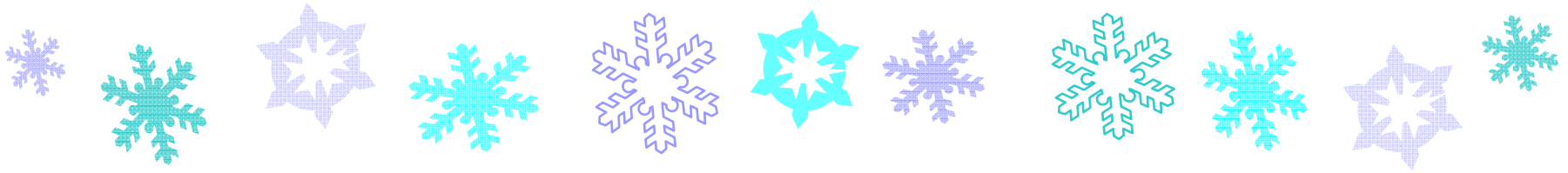
- ❄️ **Holten patties ARE NOT meat that has been put into the freezer at the end of its chilled shelf life.**
- ❄️ **Holten patties are Individually Quick Frozen for product safety and to lock in freshness, moisture, and tenderness.**

QUICK FREEZING PROCESS



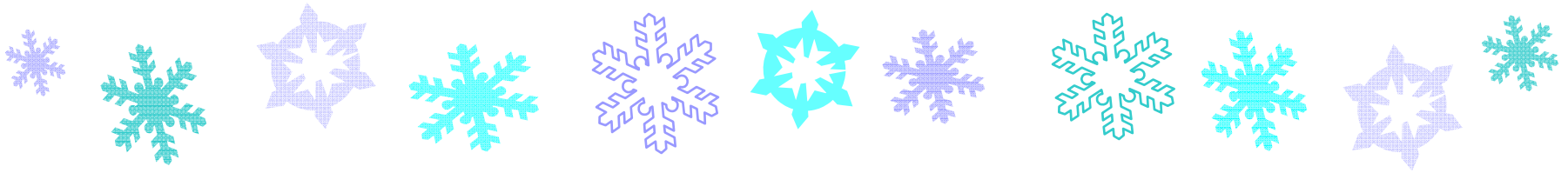
- ❄️ **After grinding and shaping, Holten ground meat patties pass through tunnels where they are exposed to liquid nitrogen.**
- ❄️ **This is an extremely fast freezing processes in which the products emerge from the freezing unit at -10°F to $+10^{\circ}\text{F}$.**

WHY I.Q.F.?



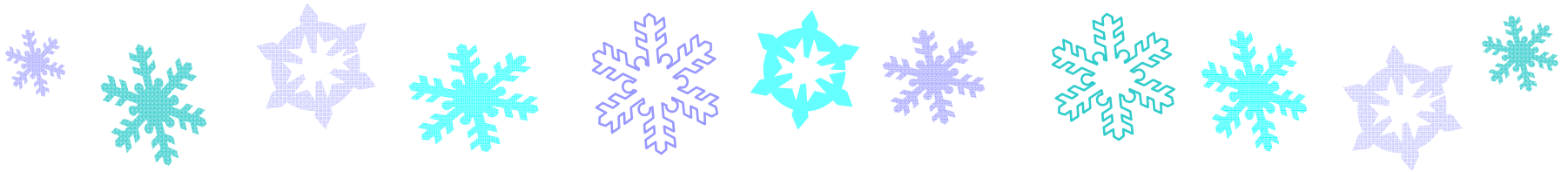
- ❄️ **Fast freezing locks in freshness by:**
 - ❄️ **Retaining juiciness**
 - ❄️ **Reducing damage to product cell structure**
 - ❄️ **Making thawing unnecessary prior to cooking**
- ❄️ **Minimal oxidation – slower to become rancid and develop off-taste.**
- ❄️ **Patties less likely to stick together when packed.**

I.Q.F. IS SAFER



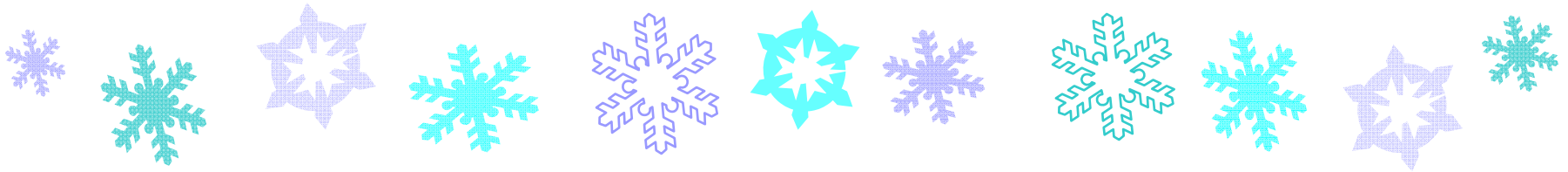
- ❄️ **Locks in freshness, moisture, and tenderness.**
- ❄️ **STOPS bacteria growth at ZERO°F!**

I.Q.F. SAVES YOU TIME



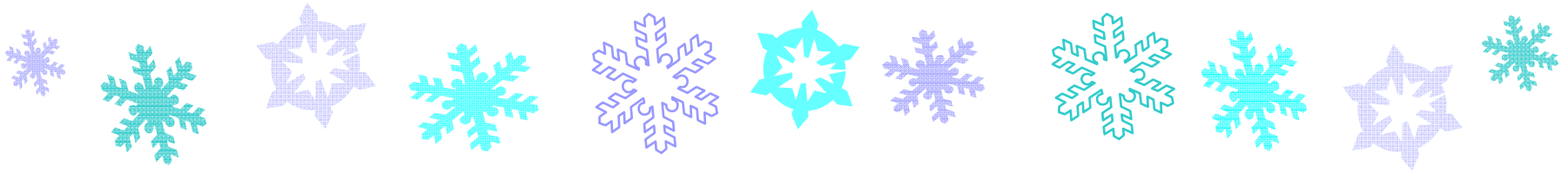
- ❄ **Easy to handle and store.**
- ❄ **Ready to cook from frozen – no need to thaw.**
- ❄ **Uniform pattie size offers consistent cooking time.**

I.Q.F. SAVES YOU MONEY



- ❄️ **Reduces shrinkage in cooking.**
- ❄️ **Consistent portion cost and control.**
- ❄️ **Eliminates waste due to spoilage.**

FRESH VS. FROZEN MATH



- ❄️ **We find that the cooked weight of our frozen 6-oz patties is equal to the cooked weight of our competitors' fresh 8-oz patties.**
- ❄️ **At \$3.00 a pound the portion cost for Holten frozen 6-oz is \$1.125.**
- ❄️ **Your competitor would have to be at \$2.25 a pound to have the same portion cost for his 8-oz portion.**



PORTION COST PRICING MATRIX

COST PER PORTION SIZE

PRICE/LB Portions/lb Patty size oz	PORTION SIZE											
	10-1 1.6	8-1 2	6-1 2.66	5-1 3.2	4-1 4	3-1 5.33	7	2-1 8	10	12	1-1 16	
\$1.25	\$0.125	\$0.156	\$0.208	\$0.250	\$0.313	\$0.416	\$0.469	\$0.547	\$0.625	\$0.781	\$0.938	\$1.250
\$1.30	\$0.130	\$0.163	\$0.216	\$0.260	\$0.325	\$0.433	\$0.488	\$0.569	\$0.650	\$0.813	\$0.975	\$1.300
\$1.35	\$0.135	\$0.169	\$0.224	\$0.270	\$0.338	\$0.450	\$0.506	\$0.591	\$0.675	\$0.844	\$1.013	\$1.350
\$1.40	\$0.140	\$0.175	\$0.233	\$0.280	\$0.350	\$0.466	\$0.525	\$0.613	\$0.700	\$0.875	\$1.050	\$1.400
\$1.45	\$0.145	\$0.181	\$0.241	\$0.290	\$0.363	\$0.483	\$0.544	\$0.634	\$0.725	\$0.906	\$1.088	\$1.450
\$1.50	\$0.150	\$0.188	\$0.249	\$0.300	\$0.375	\$0.500	\$0.563	\$0.656	\$0.750	\$0.938	\$1.125	\$1.500
\$1.55	\$0.155	\$0.194	\$0.258	\$0.310	\$0.388	\$0.516	\$0.581	\$0.678	\$0.775	\$0.969	\$1.163	\$1.550
\$1.60	\$0.160	\$0.200	\$0.266	\$0.320	\$0.400	\$0.533	\$0.600	\$0.700	\$0.800	\$1.000	\$1.200	\$1.600
\$1.65	\$0.165	\$0.206	\$0.274	\$0.330	\$0.413	\$0.550	\$0.619	\$0.722	\$0.825	\$1.031	\$1.238	\$1.650
\$1.70	\$0.170	\$0.213	\$0.283	\$0.340	\$0.425	\$0.566	\$0.638	\$0.744	\$0.850	\$1.063	\$1.275	\$1.700
\$1.75	\$0.175	\$0.219	\$0.291	\$0.350	\$0.438	\$0.583	\$0.656	\$0.766	\$0.875	\$1.094	\$1.313	\$1.750
\$1.80	\$0.180	\$0.225	\$0.299	\$0.360	\$0.450	\$0.600	\$0.675	\$0.788	\$0.900	\$1.125	\$1.350	\$1.800
\$1.85	\$0.185	\$0.231	\$0.308	\$0.370	\$0.463	\$0.616	\$0.694	\$0.809	\$0.925	\$1.156	\$1.388	\$1.850
\$1.90	\$0.190	\$0.238	\$0.316	\$0.380	\$0.475	\$0.633	\$0.713	\$0.831	\$0.950	\$1.188	\$1.425	\$1.900
\$1.95	\$0.195	\$0.244	\$0.324	\$0.390	\$0.488	\$0.650	\$0.731	\$0.853	\$0.975	\$1.219	\$1.463	\$1.950
\$2.00	\$0.200	\$0.250	\$0.333	\$0.400	\$0.500	\$0.666	\$0.750	\$0.875	\$1.000	\$1.250	\$1.500	\$2.000
\$2.05	\$0.205	\$0.256	\$0.341	\$0.410	\$0.513	\$0.683	\$0.769	\$0.897	\$1.025	\$1.281	\$1.538	\$2.050
\$2.10	\$0.210	\$0.263	\$0.349	\$0.420	\$0.525	\$0.700	\$0.788	\$0.919	\$1.050	\$1.313	\$1.575	\$2.100
\$2.15	\$0.215	\$0.269	\$0.357	\$0.430	\$0.538	\$0.716	\$0.806	\$0.941	\$1.075	\$1.344	\$1.613	\$2.150
\$2.20	\$0.220	\$0.275	\$0.366	\$0.440	\$0.550	\$0.733	\$0.825	\$0.963	\$1.100	\$1.375	\$1.650	\$2.200
\$2.25	\$0.225	\$0.281	\$0.374	\$0.450	\$0.563	\$0.750	\$0.844	\$0.984	\$1.125	\$1.406	\$1.688	\$2.250
\$2.30	\$0.230	\$0.288	\$0.382	\$0.460	\$0.575	\$0.766	\$0.863	\$1.006	\$1.150	\$1.438	\$1.725	\$2.300
\$2.35	\$0.235	\$0.294	\$0.391	\$0.470	\$0.588	\$0.783	\$0.881	\$1.028	\$1.175	\$1.469	\$1.763	\$2.350
\$2.40	\$0.240	\$0.300	\$0.399	\$0.480	\$0.600	\$0.800	\$0.900	\$1.050	\$1.200	\$1.500	\$1.800	\$2.400
\$2.45	\$0.245	\$0.306	\$0.407	\$0.490	\$0.613	\$0.816	\$0.919	\$1.072	\$1.225	\$1.531	\$1.838	\$2.450
\$2.50	\$0.250	\$0.313	\$0.416	\$0.500	\$0.625	\$0.833	\$0.938	\$1.094	\$1.250	\$1.563	\$1.875	\$2.500
\$2.55	\$0.255	\$0.319	\$0.424	\$0.510	\$0.638	\$0.849	\$0.956	\$1.116	\$1.275	\$1.594	\$1.913	\$2.550
\$2.60	\$0.260	\$0.325	\$0.432	\$0.520	\$0.650	\$0.866	\$0.975	\$1.138	\$1.300	\$1.625	\$1.950	\$2.600
\$2.65	\$0.265	\$0.331	\$0.441	\$0.530	\$0.663	\$0.883	\$0.994	\$1.159	\$1.325	\$1.656	\$1.988	\$2.650
\$2.70	\$0.270	\$0.338	\$0.449	\$0.540	\$0.675	\$0.899	\$1.013	\$1.181	\$1.350	\$1.688	\$2.025	\$2.700
\$2.75	\$0.275	\$0.344	\$0.457	\$0.550	\$0.688	\$0.916	\$1.031	\$1.203	\$1.375	\$1.719	\$2.063	\$2.750
\$2.80	\$0.280	\$0.350	\$0.466	\$0.560	\$0.700	\$0.933	\$1.050	\$1.225	\$1.400	\$1.750	\$2.100	\$2.800
\$2.85	\$0.285	\$0.356	\$0.474	\$0.570	\$0.713	\$0.949	\$1.069	\$1.247	\$1.425	\$1.781	\$2.138	\$2.850
\$2.90	\$0.290	\$0.363	\$0.482	\$0.580	\$0.725	\$0.966	\$1.088	\$1.269	\$1.450	\$1.813	\$2.175	\$2.900
\$2.95	\$0.295	\$0.369	\$0.490	\$0.590	\$0.738	\$0.983	\$1.106	\$1.291	\$1.475	\$1.844	\$2.213	\$2.950
\$3.00	\$0.300	\$0.375	\$0.499	\$0.600	\$0.750	\$0.999	\$1.125	\$1.313	\$1.500	\$1.875	\$2.250	\$3.000
\$3.05	\$0.305	\$0.381	\$0.507	\$0.610	\$0.763	\$1.016	\$1.144	\$1.334	\$1.525	\$1.906	\$2.288	\$3.050
\$3.10	\$0.310	\$0.388	\$0.515	\$0.620	\$0.775	\$1.033	\$1.163	\$1.356	\$1.550	\$1.938	\$2.325	\$3.100
\$3.15	\$0.315	\$0.394	\$0.524	\$0.630	\$0.788	\$1.049	\$1.181	\$1.378	\$1.575	\$1.969	\$2.363	\$3.150
\$3.20	\$0.320	\$0.400	\$0.532	\$0.640	\$0.800	\$1.066	\$1.200	\$1.400	\$1.600	\$2.000	\$2.400	\$3.200
\$3.25	\$0.325	\$0.406	\$0.540	\$0.650	\$0.813	\$1.083	\$1.219	\$1.422	\$1.625	\$2.031	\$2.438	\$3.250
\$3.30	\$0.330	\$0.413	\$0.549	\$0.660	\$0.825	\$1.099	\$1.238	\$1.444	\$1.650	\$2.063	\$2.475	\$3.300
\$3.35	\$0.335	\$0.419	\$0.557	\$0.670	\$0.838	\$1.116	\$1.256	\$1.466	\$1.675	\$2.094	\$2.513	\$3.350
\$3.40	\$0.340	\$0.425	\$0.565	\$0.680	\$0.850	\$1.133	\$1.275	\$1.488	\$1.700	\$2.125	\$2.550	\$3.400
\$3.45	\$0.345	\$0.431	\$0.574	\$0.690	\$0.863	\$1.149	\$1.294	\$1.509	\$1.725	\$2.156	\$2.588	\$3.450
\$3.50	\$0.350	\$0.438	\$0.582	\$0.700	\$0.875	\$1.166	\$1.313	\$1.531	\$1.750	\$2.188	\$2.625	\$3.500
\$3.55	\$0.355	\$0.444	\$0.590	\$0.710	\$0.888	\$1.183	\$1.331	\$1.553	\$1.775	\$2.219	\$2.663	\$3.550
\$3.60	\$0.360	\$0.450	\$0.599	\$0.720	\$0.900	\$1.199	\$1.350	\$1.575	\$1.800	\$2.250	\$2.700	\$3.600
\$3.65	\$0.365	\$0.456	\$0.607	\$0.730	\$0.913	\$1.216	\$1.369	\$1.597	\$1.825	\$2.281	\$2.738	\$3.650
\$3.70	\$0.370	\$0.463	\$0.615	\$0.740	\$0.925	\$1.233	\$1.388	\$1.619	\$1.850	\$2.313	\$2.775	\$3.700
\$3.75	\$0.375	\$0.469	\$0.623	\$0.750	\$0.938	\$1.249	\$1.406	\$1.641	\$1.875	\$2.344	\$2.813	\$3.750
\$3.80	\$0.380	\$0.475	\$0.632	\$0.760	\$0.950	\$1.266	\$1.425	\$1.663	\$1.900	\$2.375	\$2.850	\$3.800
\$3.85	\$0.385	\$0.481	\$0.640	\$0.770	\$0.963	\$1.283	\$1.444	\$1.684	\$1.925	\$2.406	\$2.888	\$3.850
\$3.90	\$0.390	\$0.488	\$0.648	\$0.780	\$0.975	\$1.299	\$1.463	\$1.706	\$1.950	\$2.438	\$2.925	\$3.900
\$3.95	\$0.395	\$0.494	\$0.657	\$0.790	\$0.988	\$1.316	\$1.481	\$1.728	\$1.975	\$2.469	\$2.963	\$3.950
\$4.00	\$0.400	\$0.500	\$0.665	\$0.800	\$1.000	\$1.333	\$1.500	\$1.750	\$2.000	\$2.500	\$3.000	\$4.000

HOLTEN MEAT, INC.

Home of the Thick 'N Juicy Beef Pattie

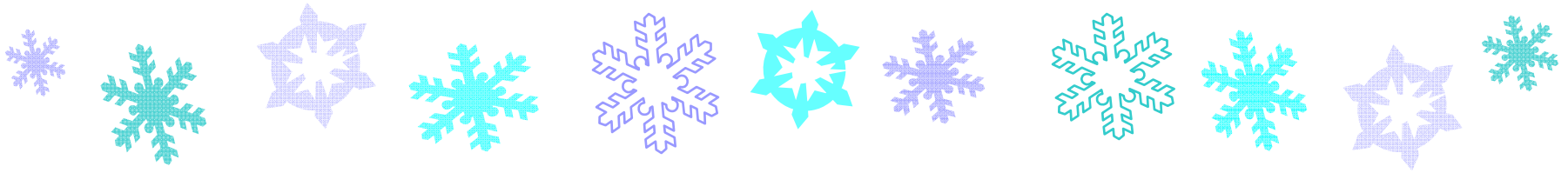
1682 Saugat Business Blvd.

Saugat, IL 62206-1454

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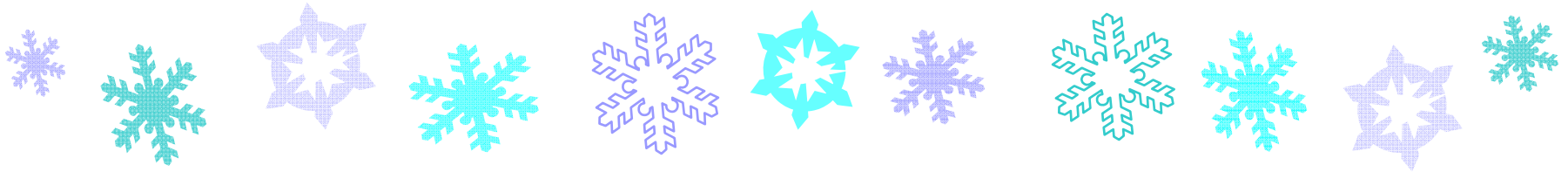
FRESH VS. FROZEN FACTS



BURGER KING®

- ❄️ **Never advertised their Whopper® as a quarter-pounder**
- ❄️ **When they went to frozen:**
 - ❄️ **Reduced their 4 ounce to 3.6 ounce**
 - ❄️ **Reduced their 2 ounce to 1.8 ounce**

SELL YOUR CUSTOMERS SOLUTIONS - NOT PRODUCTS!



- ❄️ **KNOW YOUR PRODUCTS**
- ❄️ **SHOW YOUR CUSTOMERS HOW TO:**
 - ❄️ **SERVE BETTER TASTING PRODUCTS**
 - ❄️ **SERVE SAFER PRODUCTS**
 - ❄️ **SAVE MONEY**



HOLTEN

MEAT INCORPORATED

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