



WE SELL SOLUTIONS!



THICK N JUICY® BEEF PATTIES

RESTAURANT SUCCESS

- * **DEPENDS ON 80% REPEAT CUSTOMERS**
 1. **80% OF CUSTOMERS LIVE OR WORK WITHIN 5 MILES - GOOD NEWS AND BAD REVIEWS TRAVEL FAST**

- * **CUSTOMERS COME BACK BECAUSE OF:**
 1. **GREAT TASTING FOOD**
 2. **GREAT SERVICE**
 3. **CLEANLINESS OF RESTAURANT**
 4. **ATMOSPHERE**

- * **MENU PRICING IS THE LEAST IMPORTANT**



**QUOTE FROM
THE FOUNDER OF HEINZ:**

**“TO DO A COMMON
THING UNCOMMONLY
WELL BRINGS SUCCESS”**



INTRODUCING THE UNCOMMON BURGER!



A SOLUTION FOR FOODSERVICE!



SPECIAL THICK N JUICY® PROCESS

- * DESIGNED TO BE SAFELY COOKED TO 160°F**
 - * REDUCES CROSS CONTAMINATION**
- * GREAT HOLDING POWER**
 - * IMPROVES CUSTOMER SERVICE**
 - * ENABLES HOTELS TO PREPARE FOR LARGE LUNCHEONS**
- * REMAINS THICK N JUICY**
 - * HAS THE APPEARANCE AND FLAVOR OF BURGERS COOKED ON THE BACKYARD GRILL**
 - * SHRINKS LESS THAN COMPETITORS**
 - * CUSTOMER SATISFACTION**
- * REPEAT BUSINESS!**



CLAIM TO FAME™ BEEF PATTIES

- * SAME FORMULATION AS THICK N JUICY® BEEF PATTIES**
- * CAN BE SAFELY COOKED TO 160°F AND STILL REMAIN JUICY AND DELICIOUS**
- * FORMED IN WIDER, THINNER PATTY FOR FASTER COOKING TIME & GREATER BUN COVERAGE**



SAFEST BURGER THAT IS AVAILABLE TODAY

- * NOT ONLY THE BEST BURGER BUT THE SAFEST**
 - * CAN AND SHOULD BE COOKED TO 160°F**
 - * CUSTOMER WILL LIKE IT FULLY COOKED - WILL NOT BE DRY AND RUBBERY**
- * WE USE OZONATED WATER IN OUR PROCESS**
 - * REDUCES GENERIC *E. COLI* BY 10 TIMES OR MORE - A HUNDRED BACTERIA ARE REDUCED TO 10 OR LESS**
- * WE USE OZONATED WATER IN OUR NIGHTLY CLEAN-UP ON ALL EQUIPMENT**



PRODUCED IN STATE OF THE ART PLANT

*** DESIGNED FOR FOOD SAFETY**

*** HACCP FROM BEGINNING**

*** COOK & THURBER AUDIT:**

*** 2005 - 96.33% FOOD SAFETY,
94.36% OVERALL PLANT SCORE**

*** 2006 - 95.67% FOOD SAFETY,
94.64% OVERALL PLANT SCORE**

*** 2007 - 98.6% FOOD SAFETY,
98.1% OVERALL PLANT SCORE**



THICK N JUICY® SHRINKS LESS – POSSIBLE COST SAVINGS

- * WE FIND THAT OUR FROZEN 6 OUNCE COOKED WEIGHT IS EQUAL TO OUR COMPETITORS' FRESH 8 OUNCE COOKED WEIGHT**
- * AT \$3.00 A POUND YOUR 6 OZ PORTION COST 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	6	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

1-800-851-4684

618-337-7266 F

NOT JUST A COMMODITY – BUT A SOLUTION TO FOODSERVICE NEEDS!

- * PROVIDES THE END-USER WITH A BURGER THAT CAN BE SAFELY COOKED TO 160°F, BUT STILL REMAINS THICK, JUICY, AND TASTY!**
- * GREAT TASTE BUILDS CUSTOMER LOYALTY**
- * GREAT TASTE LEADS TO WORD-OF-MOUTH ADVERTISING**
- * HIGH QUALITY MEANS CUSTOMERS WILL PAY MORE**
- * MORE SALES & MORE PROFITS!**



THICK N JUICY® BEEF PATTIES



1682 SAUGET BUSINESS BLVD.

SAUGET, IL 62206-1454

1-800-851-4684 / (618) 337-8400

(618) 337-7266 Fax - Cust. Service

(618) 337-3292 Fax - Other

