



**PRECOOKED**

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**VS. RAW**

# PRECOOKED ASSUMPTIONS

- **PRECOOKED SAVES TIME - WRONG!**  
CHECK COOKING SUGGESTIONS ON COOKED PRODUCT – LITTLE ADVANTAGE OVER RAW
- **PRECOOKED PRODUCT IS SAFER - WRONG!**
  - **WARMING** PRECOOKED PRODUCT UP TO 120°F **DOES NOT KILL BACTERIA** THAT MAY HAVE CONTAMINATED THE PRODUCT **AFTER** IT WAS COOKED AT THE MANUFACTURER
  - **COOKING RAW PRODUCT TO 160°F** INSURES SAFETY BY **KILLING ANY BACTERIA** ON THE PRODUCT



**PRECOOKED IS  
WARMED-UP LEFTOVERS**

**MEAT COOKED FROM RAW  
PRODUCT HAS BETTER  
MOISTURE AND FLAVOR**

# **PRECOOKED COSTS MORE PER SERVING**

- PRECOOKED PRODUCT COSTS MORE PER POUND
- PRECOOKED DOES NOT SAVE TIME
- PRECOOKED DOES NOT TASTE AS GOOD AS COOKED FROM RAW



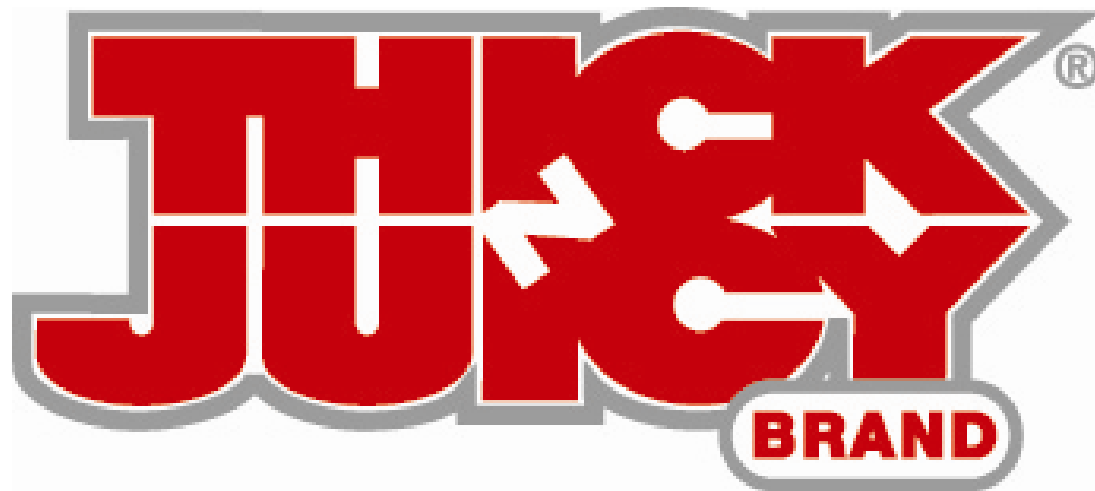
## **IS A SOLUTION TO FOODSERVICE NEEDS!**

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

# **SELL YOUR CUSTOMERS SOLUTIONS - NOT PRODUCTS!**

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

**THE SOLUTION TO  
FOODSERVICE NEEDS!**



# **HOLTEN**

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