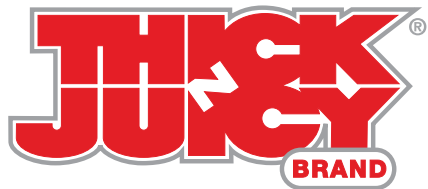


The Real Difference... The Holten Difference!

Holten Meat's **THICK N JUICY®** Beef Patties have a taste all their own...and that taste is delicious!

THICK N JUICY® Beef Patties are bursting with natural beef flavor because they're made with just high quality beef, water, and Holten's special **THICK N JUICY®** seasoning. Real meat lovers can taste the difference because there's no MSG, or textured vegetable protein, soy, or other fillers to get in the way of the **THICK N JUICY®** great meaty taste. Holten's revolutionary **THICK N JUICY®** process also enables **THICK N JUICY®** Beef Patties to remain juicy and tasty even when cooked safely to 160° F!

Often imitated but never equaled, Holten's **THICK N JUICY®** brand builds customer loyalty and good margin by providing a great tasting burger that brings customers back again and again!



VS.



Ingredients: Beef, Water, Spice, Salt

**Holten's THICK N JUICY® Beef Patties —
the most copied beef patty in the market.**

**Accept no substitutes —
choose the original, choose the best...
and taste the Holten difference for yourself!**

**If it doesn't say 
it isn't a genuine Holten THICK N JUICY®!**

Ingredients: Boneless Beef Trimmings, Breadcrumbs [Flour (Unbleached Wheat Flour, Barley, Malt), Salt, Yeast, may also contain Pure Vegetable Shortening (Soybean and/or Cottonseed Oils), Ammonium Chloride, Calcium Propionate], Seasoning [Hydrolyzed Soy Protein, Sugar, Dextrose, Beef Flavor (Hydrolyzed Soy Protein, Corn Syrup Solids, Thiamine Hydrochloride, Partially Hydrogenated Soybean and Cottonseed Oil, Disodium Inosinate, Disodium Guanylate), Beef Fat, Tomato Powder, Autolyzed Yeast Extract, Beef Extract Powder (Maltodextrin and Beef Extract Solids), Modified Food Starch, Citric Acid, Onion Powder, Vinegar Powder (Maltodextrin, Modified Food Starch, Vinegar Solids), Disodium Inosinate, Disodium Guanylate, Natural Flavorings].



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THICK N JUICY® BEEF PATTIES

BENEFITS

- ✓ Still thick and juicy when cooked to the USDA recommended temperature of 160°F!
- ✓ Made with high quality beef.
- ✓ Contains only beef, water, spice, and salt - no MSG, or HVP, soy, or other fillers!
- ✓ Excellent rich beefy taste and texture.
- ✓ Great taste builds customer loyalty – high quality means customers will pay more!
- ✓ Superior retention of juicy beef flavor.
- ✓ Easy to cook - goes straight from freezer to grill.
- ✓ Performs well under multiple cooking methods.
- ✓ Maintains freshness under most holding conditions.
- ✓ Exact portioning controls costs.
- ✓ Individually Quick Frozen means ease of handling, product safety, and product freshness.
- ✓ Produced in Holten's state-of-the-art processing plant designed for food safety from the ground up.
- ✓ Processed under HACCP procedures and USDA regulations to ensure food safety.
- ✓ Holten products are backed with service: (800) 851-4684.
- ✓ **You and your customers deserve the best!**



www.holtenmeat.com

SERVING IDEAS

- ✓ Serve on a bun in a basket with curly fries for a quick lunch entrée.
- ✓ Serve on a bun with sides of coleslaw, french fries, and a pickle for lunch or supper.
- ✓ Serve on a fresh-baked toasted sesame bun or onion roll with steak fries and house salad for an upscale entrée.
- ✓ Serve without a bun or wrapped in lettuce or a tortilla for a low-carb menu item.
- ✓ Serve 2 oz mini-burgers as appetizers, as main-menu items three to four on a plate or several in a basket, as a sample platter for different gourmet burgers, and on children's menus. Mini-burgers make great finger-food for parties!
- ✓ **American Melt Burger** - top with a slice of American cheese and bacon strips, then grill or toast on a bun until cheese is melted.
- ✓ **Mushroom Burger** - top with a slice of cheddar cheese and sautéed portabella mushrooms, then grill or toast on a bun until cheese is melted.
- ✓ **Bacon BBQ Burger** - top with BBQ sauce, bacon, and onions, and serve on a toasted onion roll.
- ✓ **3-Cheese Melt Burger** - top with a slice of American cheese, Swiss cheese, and cheddar cheese, then grill or toast on a bun until cheese is melted.
- ✓ **Swiss Melt Burger** - top with a slice of Swiss cheese and sautéed mushrooms & onions, then grill or toast on a bun until cheese is melted. Use artisan bread for a special burger!
- ✓ **Chili Burger** - smother burger with chili, top with shredded cheese.
- ✓ **Texas Burger** - top with BBQ sauce, grilled onions, and Pepper cheese, sprinkle on dried red peppers, and serve on Texas toast.
- ✓ **San Francisco Burger** - top with a slice of Monterey Jack cheese, sautéed mushrooms & onions, and bacon, then toast on a sourdough bun or sourdough bread.
- ✓ **Cowboy Burger** - top with grilled mushrooms & onions, bacon, and Monterey Jack cheese, serve on a potato roll.
- ✓ **Across the Border Burger** - top with a slice of any Mexican cheese or cheddar cheese, salsa, and chopped green onions, then grill or toast on a bun until cheese is melted.
- ✓ **Caribbean Burger** - top with Mango Salsa.
- ✓ **Hawaiian Burger** - top with pineapple sauce and sliced pineapple and serve on a sweet roll or a Hawaiian bun.
- ✓ **Italian Burger** - top with a slice of mozzarella cheese, spaghetti sauce, chopped roasted red peppers, and fresh chopped roma tomatoes, then toast on a small round Focaccia loaf or other Italian bread.
- ✓ **Greek Burger** - top with red onion, chopped tomatoes, sliced olives, and feta cheese, and serve in a pita.
- ✓ **Philly Cheeseburger** - top with grilled onions, peppers, and provolone cheese, then grill or toast on a butter toasted Italian roll or Hoagie until cheese is melted.