



STOP BREADING CHICKEN BACK OF HOUSE

GET THE **MOST** OUT OF YOUR TEAM AND BRING **MORE** TO YOUR CUSTOMERS!

DID YOU KNOW, YOU ARE NOT ALONE?

Operators top ranked challenges for labor involve minimum wage increases and wages offered by competing industries.*

37% of operators
REDUCED STAFF overall*

27% of operators
CUT STAFF HOURS*

24% of operators are
INCREASING USE of value added products*

*Source: New Restaurant Operator Financials; Technomic Jan 2022

START USING OUR VALUE ADDED CHICKEN

DRIVE **MORE** MARGIN INTO YOUR BUSINESS!



WHY YES TO VALUE ADDED PREPARED PRODUCTS?

- **EASY** — from freezer to the fryer to plate in about 6 minutes.**
- **SAFETY** — for your back of house labor in preparation and for your customers consumption.**
- **CONSISTENT** — quality and piece size so your patrons have a great experience every visit.
- **PROFITABLE** — steady cost structure to help protect your margins.
- **QUALITY** — products are formulated to delight on premise, take out, and delivery.

**Follow all manufacturer provided cooking instructions, cook times may vary depending on the product.



WHY NOT FRESH & BACK OF HOUSE

- **COMPLEXITY** — of sourcing, managing shelf life and storage.
- **RISK** — of serving under-cooked or unsafe product to patrons.
- **LOSS** — associated with trimming and optimizing yield from fresh to finished cuts.
- **COST** — of sourcing all the needed ingredients to make quality finished product.
- **QUALITY** — can vary depending on labor and impact your customers experience.



EASY FAVORITES FAST



16589 PIERCE CHICKEN® RTC Spicy Breaded Chicken Breast Fillet



16588 PIERCE CHICKEN® RTC Breaded Homestyle Tender



16591 PIERCE CHICKEN® RTC Spicy Popcorn

PRODUCT CODE	DESCRIPTION	CASE PACK	NET WEIGHT (LB)
FC = FULLY COOKED RTC = READY TO COOK			
16586	PIERCE CHICKEN® RTC Original Breaded Chicken Breast Fillet	2/5# Bags	10 Lbs
16589	PIERCE CHICKEN® RTC Spicy Breaded Chicken Breast Fillet	2/5# Bags	10 Lbs
16588	PIERCE CHICKEN® RTC Breaded Homestyle Tender	2/5# Bags	10 Lbs
16590	PIERCE CHICKEN® RTC Nashville Style Hot Tender, with sauce packets	2/5# Bags	11.5 Lbs
16587	PIERCE CHICKEN® RTC Original Boneless Chunks	2/5# Bags	10 Lbs
7009	PIERCE CHICKEN® RTC Homestyle Popcorn	8/2.5# Bags	20 Lbs
16591	PIERCE CHICKEN® RTC Spicy Popcorn	2/5# Bags	10 Lbs

Since our company's founding in 1951, Pierce Chicken® has focused on creating real, honest-to-goodness chicken products with food service exclusive flavors that consumers can only experience when they eat out. Every flavorful product is produced to help you keep patrons coming back to your establishment.

THE PIERCE BRAND PROMISE:

- **GREAT FLAVOR** — Helps you deliver meals that beat the competition.
- **HIGH QUALITY** — Value added products deliver a firm, satisfying bite.
- **RELIABLE CONSISTENCY** — Uniform portions and quality meet consumers' expectations visit after visit.
- **EASY TO PREPARE** — Labor-saving convenience and assurance of a great experience every time.
- **OPTIMIZED PRODUCT LINE** — Includes only the best-performing, best-selling products to ensure constant supply.

