



**TAKIN' IT**  
to the  
**STREET**

Doug Coen  
Martin Bros.

**TAKIN' IT**  
to the  
**STREET**



- **IFDA Database was established over a decade ago**
- **Our Retail brethren have the information on the label. We can't even get it in hard copy!**
- **60% of DSR's and 100% of the customers in foodservice can access this information**

**TAKIN' IT**  
to the  
**STREET**

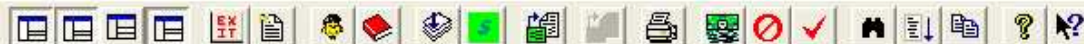


**ISSUE: Why, in 2007, are we still unable to tell a customer what is in the product, how to cook the product and what are the features of the product that they are putting in their mouths?**

- Let's take a look at what is currently available.
- Examples currently in use by many distributors.

# Order Entry - New Order #1 - 000500 - SPS TEST 1 - Distributor

File Edit View Item Tasks Help



Sort By: Item Code Search By: Item Code Search For:

- [-] Undefined
- [+] [-] Appetizer/Hors d'Oeuvre
- [+] [-] Bakery & Baking Products
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- [+] [-] Cereals
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- [+] [-] Condiments
- [+] [-] Dairy Products
- [+] [-] Non Dairy Product, Substitutes
- [+] [-] Desserts
- [+] [-] Dietetic
- [+] [-] Eggs
- [+] [-] Entrees
- [+] [-] Ethnic Dishes
- [+] [-] Fats, Shortenings & Oils
- [+] [-] Fish & Seafood
- [+] [-] Fruits
- [+] [-] Jams, Jellies & Spreads
- [+] [-] Meat
- [+] [-] Nuts
- [+] [-] Pasta, Dry & Frozen
- [+] [-] Portion Packs
- [+] [-] Potatoes
- [+] [-] Poultry
- [+] [-] Rice
- [+] [-] Salad Dressing
- [+] [-] Salads, Prepared
- [+] [-] Sauces & Bases
- [+] [-] Snack Foods
- [+] [-] Soups

Code	Qty	S	C	Brand	Pack	Description	Price	In Stock
500458				CUSTOM CUL	12/1#	SOUP BASE BEEF R/L FLAVOR 1N	49.56	18
500840				CUSTOM	6/1 #	SOUP BASE BEEF NO MSG SAV ROAS 1	51.99	21
501630		Y		CUSTOM	2/5#	SOUP BASE CHICKEN **501638** 9	41.41	4
510098				HEINZ	12/49.5 OZ	SOUP BEEF NOODLE 1	64.29	44
510150			\$	CAMPBELLS	12/50 OZ	SOUP CONSUMME BEEF 9	54.06	
511050				CAMPBELLS	24/7.25 OZ	SOUP CHICKEN W/RICE RTS 4	19.78	22
511620				HEINZ	12/50 OZ	SOUP VEGETABLE 1	51.94	14
520110				VANEE	6/#10	BEEF STEW DELUXE CANNED 4	69.51	31
520150				BUSH'S	4/96 OZ	CHILI HOMESTYLE W/BEANS-POUCH 3	57.20	12
550000				HUNTS	1/3 GAL	KETCHUP BAG/BOX 3	24.11	115
550610				BELL'ORTO	6/#10	TOMATO SAUCE FANCY 1	22.26	43
561151				PACE	1/64 OZ	SALSA PICANTE MILD 9	6.41	23
561161				PACE	1/1 GAL	SALSA PACE PICANTE MILD 9	13.74	26
570835				NOVARTIS	27/8 OZ.	ARGINAID EXTRA ORANGE 1	46.91	10
570870				NOVARTIS	27/8 OZ.	ARGINAID EXTRA WILDBERRY 1	51.38	25
578270				HORMEL HEA	72/1 OZ	FIBER BASICS 3	39.81	16
581418				HUNTS	48/3.5 OZ	PUDDING VANILLA CUPS 3	23.03	65
581428				HUNTS	48/3.5 OZ	PUDDING CHOCOLATE CUPS 3	23.03	134
581448				HUNTS	48/3.5 OZ	PUDDING BANANA CUPS 3	23.03	38
600030				BASIC AMER	6/30 OZ	BEAN REFRIED SMOOTH STYLE 1	27.63	32
600150				LAKESIDE F	6/#10	BEAN PORK & BEANS B/L (NAVY) 2N	19.90	336
600300				JOLLY TIME	4/12.5#	POPCORN POLY BAG YELLOW 9	20.08	136
600900				SENECA FOO	6/#10	CORN WHOLE KERNEL B/L 2N	19.55	712
601820				BARREL O'	1/7LB	PRETZEL MINI TWIST 8	11.81	18
603888				FRITO LAY	5/1 #	CHIPS TORTILLA TOSTITOS BRAND 8	7.85	114
603950				FRITO LAY	6/20 OZ.	CHIPS RUFFLES REGULAR 8	17.81	176
605180				FRITO-LAY	7/13 OZ	CHIPS DORITO NACHO 9	26.43	18

Description	In Stock	Due Date	Qty. Due In	Sub. #1	MFG #	ITUPC	DEPT
SOUP BASE	18			500840	03032INUGZ	1004410507	DR

Director... Contents...

Additional Secondary Promo CUC Book Price

For Help, press F1

Item Pane Last Ordered : 08/16/2006 Delivery Date: 07/03/2007



No Image Available for this Product...

Frito Lay, Div. of PepsiCo

**CHIPS, TORTILLA ROUNDS, TOSTITOS[R], 4/20 OZ**

Product Code: 11080

*Crispy tortilla rounds of 100% white corn that are lightly salted for an authentic flavor. No "cardboard" taste.*

Nutrition Analysis	
Serving Size	1 OZ.
Case Pack	30
Amount Per Serving	
Calories	140
Calories from Fat	70
Total Fat	7.0 g
Saturated Fat	1.0 g
Cholesterol	0 mg
Sodium	140 mg
Total Carbohydrate	18 g
Total Dietary Fiber	1 g
Sugars	0 g
Protein	2 g
Vitamins & Minerals	
Vitamin A	31.1%
Vitamin C	0 mg
Calcium	30 mg
Iron	0 mg
Last Nutritional Change: 20/7/032	
General Information	
EPC	0-28400-09091-9
SCC-14	000-28400-11080-8
Net Weight	5.0 LB
Gross Weight	6.9 LB
Cube	1.700
Dimensions (LxWxH)	20.800 X 16.100 X 8.500
Cases/Pallet	54
Eye	6
High	9
Shelf Life	49 DAYS FROM PRO

Kosher : YES

**Preparation Instructions:**

Tear open the bag and serve. It's just that easy.

**Serving Suggestions**

Serve Frito-Lay snacks instead of French Fries. Or use them as main ingredients - nachos and taco salads.

**Benefits**

- + Sell more product and expand your snacking opportunity with Frito-Lay Bulk Size Bags.
- + Perfect for commercial or non-commercial operations.

**Ingredients**

Corn, Vegetable Oil (Contains one or more of the following: Canola, Corn, or Partially Hydrogenated [Canola or Soybean] Oil), and Salt.

No Preservatives.

Frito Lay, Div. of PepsiCo  
7701 Legacy Dr.  
Plano TX 75024  
(972) 334-8620

Sales Partner Systems  
757 S. Nova Road  
Ormond Beach, FL 32174  
800-777-2924  
[www.sps.com](http://www.sps.com)  
[www.foodprofile.com](http://www.foodprofile.com)

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Good Morning **VALUED CUSTOMER!**

Tuesday, July 03, 2007



Restrictions may apply.

## Try Ventura Zero Trans Fat Margarine & Butter Blend - FREE CASE OFFER!

**Zero Trans Fat Gold-N-Sweet Margarine**  
Fresh buttery flavor that set the industry standard for taste and consistency. An economical alternative to butter in a variety of applications.  
621210 - 30/1 lb.

**Zero Trans Fat SunGlow European Style Butter Blend**  
Looks, tastes and performs like butter. Creamy butter flavor and smooth texture. Melts like butter. Consistent price as compared to butter.  
621160 - 36/1 lb.  
996250 - 750/5 gr.

**FREE CASE OFFER -**  
Buy one, get one free on Zero Trans Fat products from Ventura!  
Maximum total rebate \$250. Offer valid 4/1/2007 - 3/31/2008.  
Download the following coupon PDF.  
[Zero Trans Fat Products Coupon](#)

Item Number(s):  **ADD TO SHOPPING LIST**

- [More information from the manufacturer](#)
- [Point of Sale Sheet](#)

### **B2B HIGHLIGHTS** The Next Big Thing From Tyson

Nonmarinated 100% All Natural  
Chicken  
Marinated 100% All Natural  
Chicken  
Breaded Chicken with 0g Trans  
Fat

For more information, including  
menuing ideas and guidelines  
and merchandising materials,  
click on the link below.

[The Next Big Thing From Tyson](#)

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Please select **ONLY ONE** of the criteria below and click the "Search Now!" button.

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Mfr Number:

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<a href="#">+</a>	<a href="#">904600</a>	18361	JUMBO ALL MEAT CORNDOG	40/4 OZ
<a href="#">+</a>	90466591	05625	ORIGINAL SLICED TURKEY BREAST	6/2 LB
<a href="#">+</a>	<a href="#">910000</a>	32753	ENDLESS BLACK OAK SMOKED SAUSAGE	1/11 LB
<a href="#">+</a>	<a href="#">910011</a>	09899	BEEF AND PORK SMOKED KIELBASA PIECES	1/5# 4X1
<a href="#">+</a>	<a href="#">910030</a>	14037	CANADIAN BACON HICKORY SMOKED	160/1 OZ
<a href="#">+</a>	<a href="#">910080</a>	28496	5X1 POLISH SMOKED SAUSAGE	1/10 LB
<a href="#">+</a>	<a href="#">910140</a>	08811	COOKED ROAST OF PORK LOIN	2/9 LB
<a href="#">+</a>	<a href="#">910150</a>	51374	SAUSAGE EGG & CHEESE BISCUIT	12/4.9 OZ
<a href="#">+</a>	<a href="#">910151</a>	51374	SAUSAGE EGG & CHEESE BISCUIT	6/4.9 OZ
<a href="#">+</a>	<a href="#">910160</a>	51368	HAM, EGG & CHEESE MUFFINS	12/4.2 OZ
<a href="#">+</a>	<a href="#">910161</a>	51368	MUFFIN HAM,EGG,CHEESE	6/4.2 OZ
<a href="#">+</a>	<a href="#">910170</a>	51362	BACON EGG & CHEESE BISCUIT	12/3.6 OZ
<a href="#">+</a>	<a href="#">910171</a>	51362	BISCUIT BACON,EGG,CHEESE	6/3.6 OZ
<a href="#">+</a>	<a href="#">910180</a>	51366	SAUSAGE & FRENCH TOAST SANDWICH	12/3.6 OZ
<a href="#">+</a>	<a href="#">910181</a>	51366	SAUSAGE & FRENCH TOAST SANDWICH	6/3.6 OZ
<a href="#">+</a>	<a href="#">910260</a>	11859	SAUSAGE, EGG & CHEESE CROISSANTS	12/4.9 OZ
<a href="#">+</a>	910261	11859	SAUSAGE EGG AND CHEESE CROISSANT	6/4.9 OZ
<a href="#">+</a>	<a href="#">910270</a>	11856	SAUSAGE & EGG PANCAKE SANDWICHES	12/4.9 OZ
<a href="#">+</a>	<a href="#">910548</a>	02993	RAW CORNED BEEF BRISKET	2/11-12#
<a href="#">+</a>	<a href="#">910550</a>	17339	BEEF PRIME RIB RARE CKD	2/14.2 LB
<a href="#">+</a>	<a href="#">910551</a>	17339	BEEF PRIME RIB SELECT	1/14.2 LB
<a href="#">+</a>	<a href="#">910570</a>	17250	EASY SLICE OVEN READY MEDIUM BEEF TOP ROUND	2/6.75#

## Premier Roast of Pork Loin, Frozen

**Brand:** [Sara Lee Foods](#)

**Pack:** 2/9 LB

**Item Number:** 910140

**Mfr. Number:** 08811

### Product Description

Tender and tasty, our fully cooked rack of pork is sure to please any patron. This pork loin is easy to prepare - just heat and serve for an elegant presentation.

### Features & Benefits

Fully cooked to reduce labor and preparation costs Easy to slice for better portion control and sizing Deep basted for tender moist texture and flavor

### Preparation & Cooking

Thaw roast under refrigeration Remove from plastic bag Place on rack in roasting pan Heat in 325 F oven from 14-17 minutes per pound or to an internal temperature of 140 F

- [More information from the manufacturer](#)
- [Item information from the manufacturer](#)
- [Product Ideas from the Manufacturer](#)

### Ingredients

Juiciness and Tenderness Enhanced with up to a 20% of a Solution of Water, Salt, Lemo-Phos (Sodium Tripolyphosphate and Lemon Juice Concentrate), and Flavorings

Serving Size:  
Servings per Case:  
Storage Temperature:  
Shelf Life: **0**  
Kosher: **NO**  
Child Nutrition: **N/A**

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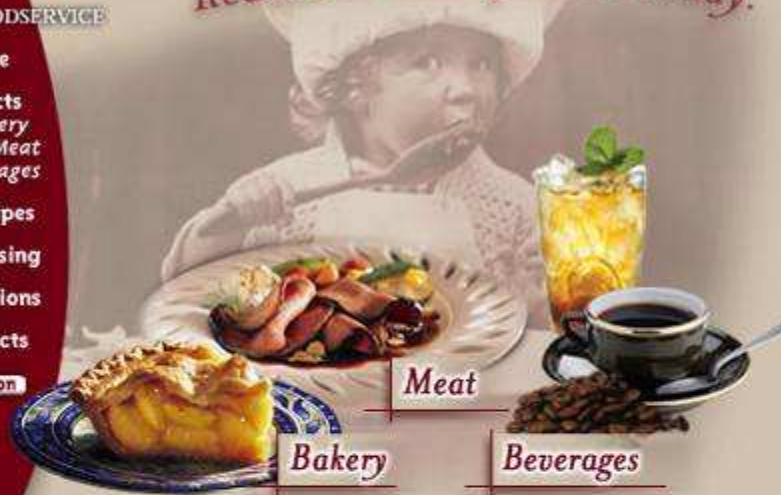
NUTRITION FACTS	
Serving Size: Servings Per Case:	
Calories: <b>170.00</b>	Cal. from Fat: <b>70.00</b>
% Daily Value*	
Total Fat: <b>8.00 g</b>	12 %
Saturated Fat: <b>3.50 g</b>	18 %
Cholesterol: <b>65.00 mg</b>	22 %
Sodium: <b>150.00 mg</b>	6 %
Total Carbs.: <b>0.00 g</b>	0 %
Diet. Fiber: <b>0.00 g</b>	0 %
Sugars: <b>0.00 g</b>	
Protein: <b>17.00 g</b>	34 %
Vitamin A: <b>0 %</b>	Vitamin C: <b>0 %</b>
Calcium: <b>0 %</b>	Iron: <b>33 %</b>
*Percent Daily Values are based on a 2,000 calorie diet.	

# Sara Lee

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- Recipes
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## Meats



### COOKED ROAST OF PORK LOIN

*Tender and tasty, our fully cooked rack of pork is sure to please any patron. This pork loin is easy to prepare – just heat and serve for an elegant presentation.*

**08811 - Hillshire Farm® Premier Roast of Pork Loin, Frozen "Prime Rib" of Pork**

[Click here](#) for more Cooked products.

[Click here](#) for more Pork products.

### FEATURES & BENEFITS

- Fully cooked to reduce labor and preparation costs
- Easy to slice for better portion control and sizing
- Deep basted for tender moist texture and flavor



[Click here](#) for a printer-friendly one page Product Sheet

#### [Preparation](#) | [Nutrition](#) | [Handling](#)

For more detailed information on this product click on one of the sections above.



Super Saving Coupons @ Martin Bros.

Code	Savings	Description	Starts	Ends
16446	TRACKING	<a href="#">BRAKEBUSH 2-FOR-THE-PRICE-OF-1 PROMOTION</a>	5/7/2007	7/6/2007
16367	\$50.00	<a href="#">CARGILL JOYS OF SUMMER REBATE</a>	5/15/2007	7/15/2007
16114	TRACKING	<a href="#">SARA LEE FOODSERVICE 2007 HOT DOG/LINKS REBATE</a>	1/1/2007	7/28/2007
16352	TRACKING	<a href="#">PERDUE CHEF REDI CHICKEN CASE OFFER</a>	4/1/2007	7/31/2007
16397	\$5.00	<a href="#">MEDTRITION COUPON OFFER</a>	3/1/2007	7/31/2007
16467	\$3.00	<a href="#">NORPAC FRUIT TOPPING SWEET SAVINGS</a>	5/1/2007	7/31/2007
16476	\$1.00	<a href="#">FISHERY PRODUCTS SHRIMP CELEBRATION REBATE OFFER</a>	5/1/2007	8/31/2007
16727	\$3.00	<a href="#">NORPAC SOUP SUPREME "SOUPS OF SUMMER" REBATE</a>	6/1/2007	8/31/2007
16755	TRACKING	<a href="#">CONAGRA FOODS "500 REASONS TO SAVE THIS SUMMER"</a>	4/2/2007	8/31/2007
16790	TRACKING	<a href="#">GENERAL MILLS/PILLSBURY CATEGORIES/FREE CASE OFFER</a>	6/1/2007	8/31/2007
16619	TRACKING	<a href="#">KRAFT PROFIT WITH POWDERED BEVERAGES REBATE</a>	4/1/2007	9/1/2007
16353	\$3.00	<a href="#">PERDUE CHICKEN TENDERS \$3 PER CASE OFFER</a>	1/1/2007	9/30/2007
16477	\$3.00	<a href="#">ALLEN'S BAKED BEANS REBATE</a>	5/1/2007	9/30/2007
16620	TRACKING	<a href="#">KRAFT SALAD DRESSING TRIAL REBATE</a>	4/1/2007	9/30/2007
16776	TRACKING	<a href="#">WINDSOR FROZEN FOODS MEXICAN THEME KIT OFFER</a>	4/1/2007	9/30/2007
16810	TRACKING	<a href="#">MCCAIN "ANCHOR POWER!" APPETIZERS REBATE</a>	7/1/2007	9/30/2007
16475	\$2.00	<a href="#">HORMEL BACON REBATE OFFER</a>	4/1/2007	10/1/2007
16354	TRACKING	<a href="#">PERDUE TENDER-READY CHICKEN CASE OFFER</a>	7/1/2007	10/31/2007
16221	\$0.50	<a href="#">MCCORMICK "FLAVORS OF DISTINCTION" REBATE</a>	1/1/2007	11/30/2007
16722	TRACKING	<a href="#">MCCORMICK GRILL MATES SALMON SEASONING REBATE</a>	5/1/2007	11/30/2007
16341	\$5.00	<a href="#">JONES DAIRY FARM SAUSAGE \$5 PER CASE REBATE</a>	1/1/2007	12/1/2007
16342	TRACKING	<a href="#">JONES DAIRY FARM SAUSAGE FREE CASE REBATE</a>	1/1/2007	12/1/2007
16312	TRACKING	<a href="#">WINDSOR GRANDE-E-OLI'S BUY TWO, GET ONE FREE OFFER</a>	1/15/2007	12/31/2007
16355	\$3.00	<a href="#">PERDUE WING CITY WINGS \$3 PER CASE OFFER</a>	5/1/2007	12/31/2007
16356	\$3.00	<a href="#">PERDUE CHEF REDI CHICKEN \$3 PER CASE OFFER</a>	8/1/2007	12/31/2007
16621	\$2.00	<a href="#">DIAMOND CRYSTAL MARRAKESH EXPRESS REBATE</a>	1/1/2007	12/31/2007
16777	TRACKING	<a href="#">WINDSOR "BUY 2, GET 1 FREE" NEW CUSTOMER REBATE</a>	3/1/2007	12/31/2007
16357	TRACKING	<a href="#">PERDUE CHICKEN TENDERS CASE OFFER</a>	10/1/2007	1/31/2008
16761	\$1.00	<a href="#">HEINZ "EARN UP TO \$50!" REBATE</a>	5/3/2007	4/30/2008
16721	\$2.00	<a href="#">FARMLAND STUFFED PORKCHOPS/MINI KC WILDWINGS OFFER</a>	7/2/2007	6/29/2008

**MCCORMICK Items**

Item #	Add	Description	Pack / Size	Savings	MIN	MAX
472148	01	SEASONING MONTREAL STEAK	1/25 OZ	\$0.50	0	0
472151	01	BASIL LEAVES	1/5 OZ	\$0.50	0	0
472171	01	SEASONING CAJUN BLACKENED	1/18 OZ	\$0.50	0	0
472248	01	CINNAMON GROUND	1/18 OZ	\$0.50	0	0
472251	00	CINNAMON GROUND	1/5#	\$5.00	0	0
472291	00	CUMIN GROUND	1/14 OZ	\$0.50	0	0
472321	01	GARLIC GRANULATED	1/26 OZ	\$0.50	0	0
472331	01	GARLIC GRANULATED	1/7.25#	\$5.00	0	0
472501	01	PARSLEY FLAKES	1/10 OZ	\$5.00	0	0
472521	01	PEPPER BLACK FINE	1/18 OZ	\$0.50	0	0
472538	00	PEPPER BLACK TABLE GRIND	1/18 OZ	\$0.50	0	0
472541	00	PEPPER BLACK FINE	1/5#	\$5.00	0	0
472551	01	PEPPER BLACK TABLE GRIND	1/5#	\$5.00	0	0
472561	01	PEPPER WHITE GROUND	1/18 OZ	\$0.50	0	0
472701	01	LEMON PEPPER SEASONING SALT	1/28 OZ	\$0.50	0	0
472771	00	SEASONING SALT ALL PURPOSE	1/4.5 #	\$2.00	0	0
472851	00	PEPPER BLACK SHAKER HANDY FILL	1/2#	\$2.00	0	0
473001	00	SEASONING OLD BAY	1/24 OZ	\$0.50	0	0
473201	01	SEASONING CARIBBEAN JERK	1/18 OZ	\$0.50	0	0
473221	01	SEASONING KEY WEST BIG'N BOLD	1/21 OZ	\$0.50	0	0
473231	01	SEASONING SANTA FE BIG'N BOLD	1/21 OZ	\$0.50	0	0
473241	01	SEASONING MONTEREY BIG'N BOLD	1/21 OZ	\$0.50	0	0



[Click to Enlarge](#)

Save up to \$100 from McCormick! Minimum total rebate \$25. Offer valid 1/1/2007 - 11/30/2007. See coupon for more information.

## MONTEREY STYLE SEASONING BLEND, BIG 'N BOLD, 6/21 OZ BOTTLE, MCCORMICK

by: [MCCORMICK](#) ([contact info](#))

### Product Description

Monterey Spice Blend is a coarsely ground blend with the big, bold flavor of roasted garlic and red bell peppers.

### Features & Benefits

- Distinctive.
- Colorful.
- Delivers the big bold flavors consumers all across America are craving.
- Adds a variety of new tastes to your favorite recipes.
- Incredibly easy to use.
- Incredibly flavorful spice blend won't let you down.

[View Recipes from MCCORMICK](#)

[View Point of Sale Sheet](#)

### Ingredients

Monterey Spice Blend is a blend of garlic, red bell peppers, roasted garlic, sugar, red pepper, citric acid, natural flavor, and extractives of turmeric and annatto (for color).

### Suggested Uses

Monterey Spice Blend can be used as a rub with beef, chicken, pork, fish, and other seafood; use approximately 1 tablespoon per pound. Toss approximately 1 tablespoon per pound of cooked, oiled, or buttered noodles. Mix 1 tablespoon with 1 cup mayonnaise for a great wrap sauce or sandwich spread. Use 2 tablespoons to flavor 1 pound melted butter for dipping fried, baked or grilled seafood. Mix 1 tablespoon with 1 cup sour cream as a dip for crudites tray. Add to red sauces, salsas, or soups; shake on vegetables or use as a shake-on topping or seasoning for pizza or garlic bread.

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Nutritional Information	
Serving Size: <b>0.03 oz. (0.8 g)</b>	
Servings Per Case: <b>4,458.00</b>	
Calories: <b>0.00</b>	Cal. from Fat:
<b>% Daily Value*</b>	
Total Fat: <b>0.00 g</b>	0 %
Saturated Fat:	
Cholesterol:	
Sodium: <b>80.00 mg</b>	3 %
Total Carbs.: <b>0.00 g</b>	0 %
Diet. Fiber:	
Sugars:	
Protein: <b>0.00 g</b>	0 %
Vitamin A:	Vitamin C:
Calcium:	Iron:
*Percent Daily Values are based on a 2,000 calorie diet.	

Martin Bros. Item Number: **473241**

Serving Size: **0.03 oz. (0.8 g)**

Servings per Case: **4458**

Storage Temperature: **50 ° F - 70 ° F**

Shelf Life: **1 YEAR**

Kosher: **NO**

Child Nutrition: **N/A**

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Buy a Spice Rack  
Where to Buy

### Questions, Comments, Ideas?

Find answers and share your thoughts here.

OLD BAY

ZATARAIN'S



Spice-Rubbed Baby Back Ribs



Fire Up the Flavor!  
Great grilling recipes and more!

Go!

### Sensational Sides:

- Home-style BBQ Potato Salad
- Greek Pasta Salad
- Coleslaw with Basil & Garlic Vinaigrette
- Deviled Eggs

### FRIENDS & flavor JOIN OUR CLUB!



Receive personalized recipes, exclusive monthly online content, flavor tips, a pantry search tool, a message board, regular emails and more.

> LEARN MORE ABOUT THE CLUB

### SUBSCRIBE TO OUR E-NEWSLETTER

First Name

E-mail

Re-Type E-mail

submit



Meals in minutes

Get dinner to the table in 30 minutes or less.

FEATURED QUICK & EASY RECIPE  
Spice-Rubbed Pork Chops with Summertime Salsa  
Prep Time: 15 minutes  
Cook Time: 14 minutes  
Get Recipe!



### TODAY'S MOST POPULAR MEALS IN MINUTES

1. Smothered Chicken
2. Montreal Peppered Steak
3. Montreal Turkey Burgers
4. Taco Salad
5. Baked Lemon Pepper Tilapia
6. Spice-Rubbed Pork Chops with Summertime Salsa
7. Mediterranean Marinated Chicken
8. Easy Beef Stew
9. All American Burgers
10. Winning Play Steak

Pages

106%

ABC


Y!

# FLAVOR





# SO BOLD




# YOU CAN SEE IT.

They're big. They're bold. They're flavors you can see. Introducing McCormick Big 'n Bold Spice Blends: Monterey, Kay West, and Santa Fe. Three colorful, coarsely-ground seasoning blends that are incredibly flavorful and incredibly easy to use. Sprinkle or rub Big 'n Bold Spice Blends onto poultry, seafood and meats. Toss them onto salads and pasta. Add them to sauces, soups and vegetables. The intense burst of flavor in each and every spice in Big 'n Bold Spice Blends adds a variety of new tastes to your favorite recipes. So go ahead, add Big 'n Bold Spice Blends to your signature dishes. Your customers won't believe the flavors — until they see them.

## BIG 'n BOLD Spice Blends

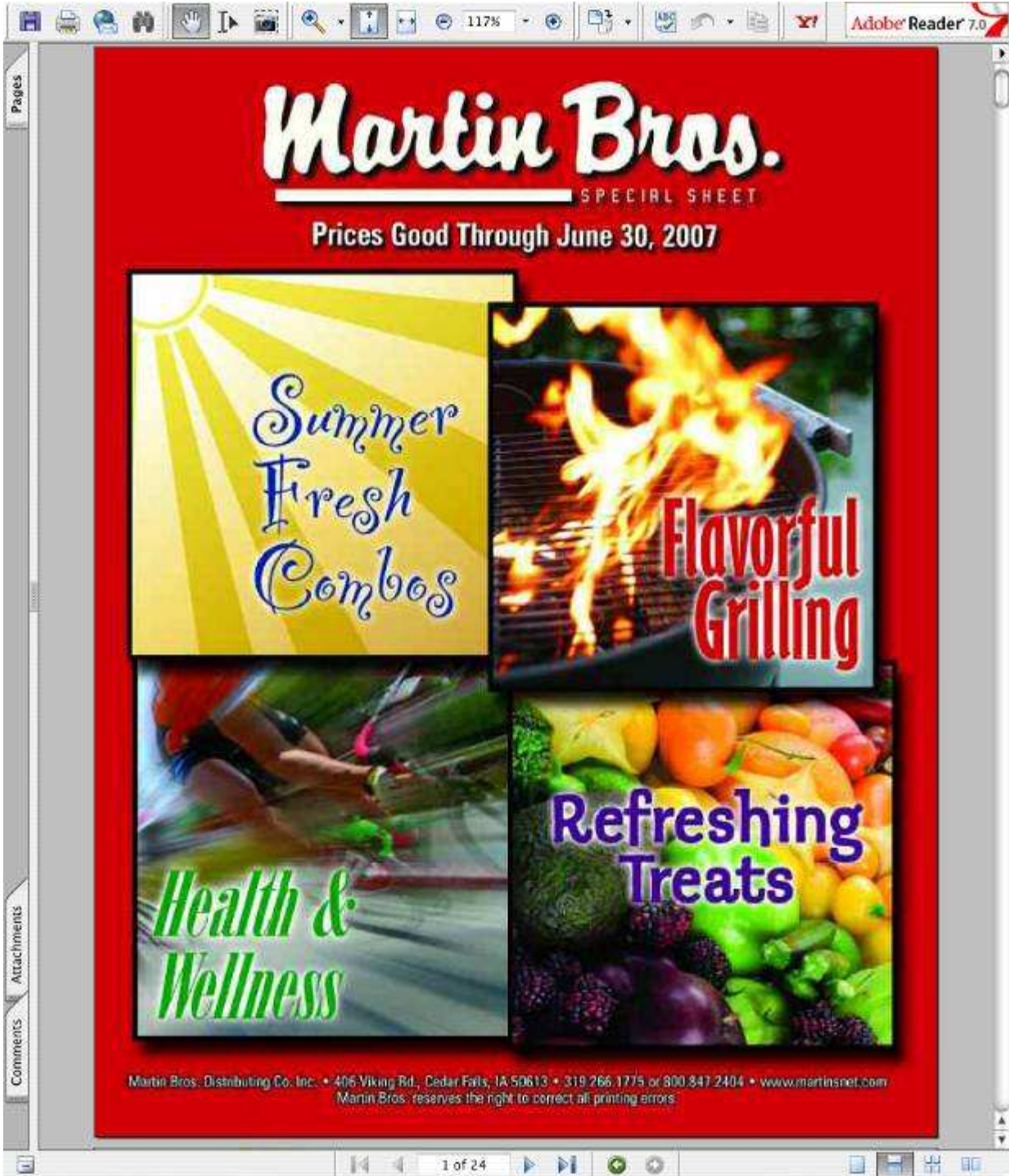


McCormick

Comments

Attachments

1 of 2





These documents require Adobe Acrobat Reader. Click the button to download and view Installation Instructions.

## Martin Bros. Promotional Flyers & Market Trends

### [Monthly Promotional Flyer](#)

View our monthly promotional flyer to find bargains, new products, recipe ideas and more.

### [Weekly Meat & Produce Flyer](#)

View our weekly meat & produce flyer to find great deals and market trend information.

### [Fresh Produce Market Report](#)

Keep up-to-date on the produce market with Broccoli Bob's weekly market trend!

### [General Mills Flour Facts](#)

Market report featuring information about flour.

### [USDA Food Price Outlook](#)

A detailed look at the changes in retail food and foodservice prices expected in the upcoming year.

### [Agricultural Chart](#)

Chicago Board of Trade web site with commodity prices.

### [Beef Marbling & Grading](#)

Illustrations, descriptions and explanations regarding beef marbling and grading.

### [UniPro Foodservice Market Information](#)

Beef/Veal/Lamb, Dairy, Oil/Grain, Pork, Poultry, Produce & Seafood market reports.

# Summer Fresh Combos

## SANDWICHES & WRAPS



### DELI SLICES PREMIUM SLICED MEATS

Get Everything You Want in a Sandwich.

Your customers want great sandwiches. Deli Slices pre-sliced meats let you easily and profitably serve quality sandwiches that stack up.

#### Convenient

- Pre-sliced
- Easy-open
- Re-sealable packaging
- Shingled slices for easy portioning

#### Quality

- Whole-muscle, low-moisture meats deliver superb taste
- Sliced wider, thicker and heavier for gourmet appearance and texture
- Vacuum-packed for optimal freshness and shelf life
- Use by/freeze by dates help with quality control

Deli Slices Oven Roasted Turkey Breast  
933330 ..... 6 / 2 LB ..... \$54.99

Deli Slices Ham  
933350 ..... 6 / 2 LB ..... \$44.99

Deli Slices Roast Beef  
933370 ..... 6 / 2 LB ..... \$54.99

Deli Slices Corned Beef  
933380 ..... 6 / 2 LB ..... \$62.99



Boneless Skinless Chicken Breast  
970620 ..... 48 / 4 OZ ..... \$32.49



### TYSON IN THE NEWS: 100% ALL NATURAL

Tyson non-marinated, uncooked chicken is produced without artificial ingredients, and now the company is also converting its entire line of marinated, uncooked chicken to 100% All Natural™.

Tyson is the first foodservice manufacturer to offer a full line of marinated, uncooked, all natural products. A proprietary process – Enhanced Flavor Technology™ (EFT™) – delivers the same consistent quality product with reduced sodium, a cleaner label and no artificial ingredients.

"We're a company driven by consumer insights and innovation," says Sylvia Wulf, Vice President of Marketing for the Tyson Food Service group. "We know an increasing number of consumers want all natural chicken yet also want the taste and juiciness of marinated product. The 100% All Natural™ line will help meet that growing need."

# Flavorful Grilling

When associated with menu items, "grilled" tells consumers the food is better for them. 63% were motivated to purchase a "grilled" menu item.

Source: Tyson, Insights & Discovery, April/May/June 2007



## Gold Medal Hot Dogs & Smoked Sausages

- Tender, USDA-inspected cuts of beef and pork – Firm bite and better texture.
- Natural hickory smoke – Real country flavor.
- Roller grillable – Will not char/burn; easy cleanup.

### Gold Medal Black Angus Beef Polish Sausage - 4x1

914820 ..... 1 / 10 LB ..... \$30.99

### Gold Medal Cheddar Sausage - 5x1

916760 ..... 1 / 10 LB ..... \$25.99

### Gold Medal Beef Hot Dog - 6x1

917090 ..... 1 / 10 LB ..... \$20.99

### Gold Medal Beef Hot Dog - 8x1

917180 ..... 80 / 2 OZ ..... \$20.99



### Pork Back Ribs - 1.75-2 lb

For some great back ribs from the bayou, rub with Cajun seasoning and drizzle with a spicy citrus sauce.

914310 ... 1 / 30 LB AVE ... \$3.33/lb.



## Gold Medal Black Angus Ground Chuck Patties

- 100% Black Angus beef chuck – Rich beef flavor that's moist and juicy.
- Made with 100% USDA Choice or higher – Higher specification assures better quality.
- Whole muscle – Consistent quality.
- Natural-shaped patties – Homestyle look that appeals to customers.
- 78% lean – Less shrinkage and better taste.
- 1/8 inch grind scored on both sides – Better bite and quicker, more even cooking.
- Individually quick frozen (IQF) – Preserves natural juices, reduces moisture loss and preserves freshness.
- Poly-lined box and wax paper dividers – Reduces freezer burn; no separation necessary.

### Gold Medal Black Angus Ground Chuck Patty - 4x1

913560 ..... 40 / 4 OZ ..... \$27.99

### Gold Medal Black Angus Ground Chuck Patty - 3x1

913570 ..... 30 / 5.33 OZ ... \$27.99

## Farmland Summer Promo

Receive up to \$250 from Farmland! Earn \$2 back per case. Minimum total rebate \$20. Offer valid 4/30/2007 - 7/1/2007. Ask your sales representative or visit [www.MartinsMart.com](http://www.MartinsMart.com) for more information.



## Ultimate Beef Patties

Natural-shaped steak burgers that cook fast from frozen and hold their size and natural juices. IQF.

### Ultimate Beef Patty - 2x1

913690 ..... 1 / 10 LB ..... \$21.99

### Ultimate Beef Patty - 3x1

913700 ..... 1 / 10 LB ..... \$21.99

### Ultimate Beef Patty - 4x1

913710 ..... 1 / 10 LB ..... \$21.99



### Hickory Rib-Shaped Pork Patty

911280 ..... 40 / 4 OZ ..... \$20.49

913870 ..... 49 / 2.86 OZ ... \$17.99



### Boneless Skinless Butterfly Chicken Breast

970408 ..... 48 / 7 OZ ..... \$73.99

**TAKIN' IT**  
to the  
**STREET**



## Issues Today

How do we query for:

1. Peanut ingredients
2. Gluten
3. Lactose

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to the  
**STREET**

## **Next Steps**

- 1. Every distributor needs to be discussing this issue with the manufacturing community**
- 2. Top national distributors need to drive it**
- 3. It should be readily available in a format that is easily used and drilled through**
- 4. If we do not make this a priority for our salespeople and customers, we will still be having this discussion in the next decade.**



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**Thank you!**



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Doug Coen  
Martin Bros.