



Table Ready®
Home-Style Fried Egg Patty
with Cracked Black Pepper

perfect for building sales
(and sandwiches)



**INTRODUCING THE NEW
HOME-STYLE FRIED EGG PATTY**

You already know sandwiches are a huge opportunity – at breakfast, lunch, and throughout the day. More importantly, you can capitalize on this opportunity with smarter, more distinctive ingredients – increasing your margins while offering your guests the sandwich options they crave.

“Fried Egg” mentions on menus have grown an incredible 45% since 2009. And, on average, operators are able to charge \$1 more by adding a fried egg to their sandwiches and burgers.¹

It's time to build your sales with a better, more satisfying and extremely convenient sandwich builder: the new Papetti's® Home-Style Fried Egg Patty With Cracked Black Pepper – created with you and your customers in mind.

Features 2.25 oz. Home-Style Fried Egg Patty

Pan-Fried Appearance • Heat & Serve Convenience • Sandwich Success

EVERYTHING YOU NEED.™

**MICHAEL
FOODS** INC.

Serve Up The Freshly Cracked Appearance, Taste & Texture Guests Crave

To bring you a truly superior fried egg patty, we did extensive research with consumers to fully understand their preferences around fried eggs featured in sandwich builds...

What Today's Consumers Want:	What This Fried Egg Patty Delivers:
96% of consumers desired pepper for taste and appearance.	Cracked black pepper that enhances flavor and visual presentation.
80% wanted an irregular shape (versus round).	A natural-looking shape similar to a freshly cracked fried egg.
87% believed a high degree of yolk spread was desirable.	The distinctive appearance of a broken yolk, with yolk flavor in every bite.
90% wanted browning (which correlates highly with visual appeal and naturalness).	Slight browning for a pan-fried appearance.

Source: Proprietary MFI Fried Egg Research Study, 2012

Superior quality that gets noticed, and drives traffic.

This new Home-Style Fried Egg Patty delivers the convenience of a heat & serve patty, yet rivals the appearance, taste and texture of freshly cracked fried eggs.

- Fulfills the demand for a higher quality fried egg patty.
- Offers advantages in time, labor, convenience, safety and consistency.
- Adds versatility; two thickness options available to create unique and intriguing sandwich offerings.
- Enhances customer satisfaction; drives additional traffic.
- Helps you build stronger ticket sales — and memorable sandwiches.

Each Papetti's® Home-Style Fried Egg Patty is unique.

The combination of natural shapes, broken yolks, pepper and browning gives each fried egg patty its subtly distinctive look and home-style appeal.



PRODUCT CODE	DESCRIPTION	PACK SIZE
46025-70407	1.5 oz. Home-Style Fried Egg Patty <i>With Cracked Black Pepper</i> Perfect for English muffins, biscuits, small bagels, small croissants	168/1.5 oz.
46025-70406	2.25 oz. Home-Style Fried Egg Patty <i>With Cracked Black Pepper</i> Perfect for bakery buns, artisan and ciabatta rolls, large bagels, large croissants	128/2.25 oz.

Storage and Shelf Life: FROZEN: 1 year from processing date when stored at or below 0°F.
REFRIGERATED: 7 days when stored between 33°-40°F. DO NOT REFREEZE.

¹Datassentials, Menu Trends, 2013



For ordering, information, or customer service assistance, call 1-800-328-5474 or visit www.michaelfoods.com.

EVERYTHING YOU NEED.™ **MICHAEL FOODS** INC.