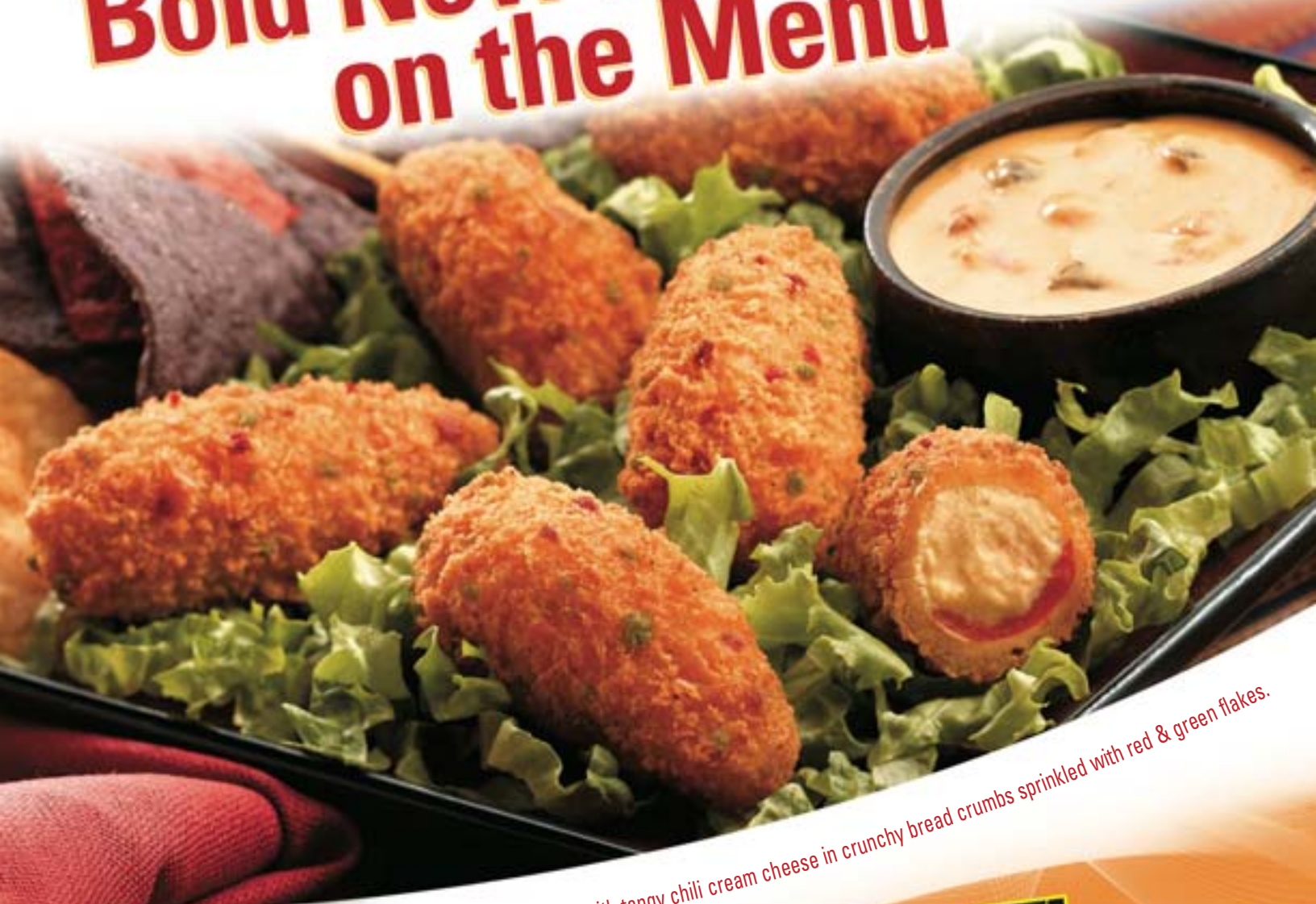




The Original
Poppers[®]
 Fun Food

new &
 unique

Bold New Flavor Pops on the Menu



Anchor® Fiesta Bold Poppers™ - Red jalapeño pepper halves stuffed with tangy chili cream cheese in crunchy bread crumbs sprinkled with red & green flakes.



appetizer *revolution*
 creative twists incredible tastes





New *Fiesta Bold Poppers*™ Stuffed Jalapeños — A Whole New Generation of Bold!

bold flavor in & out - an on-trend blend of Southwestern flavors provides a well-balanced eating experience

max plate appeal - crispy American bread crumbs with red and green flakes jump off the plate

big-time profits - it's easy to build trial and profits with *Poppers*® - *The Original Fun Food*®

Jalapeños and Chili flavor are among consumers' top 10 most appealing appetizer flavors¹

¹Technomic, Inc., 2007
The Appetizer Report



Add two *Fiesta Bold Poppers*™ stuffed jalapeños as a side to a spicy grilled chicken wrap for a great to-go application

Product Code	Description	Pack Size	Piece Size	Count Per lb	Approx. Piece Cost [†]	Approx. Portion Cost [†]	Prep Method
30010718	<i>Fiesta Bold Poppers</i> Breaded Stuffed Jalapeños	2/4.0 lb printed carton	1.3 oz	12	\$0.39	6 pieces: \$2.34	Deep Fry
30005620	Original Cream Cheese Breaded Stuffed Jalapeños	4/4.0 lb printed carton	1.3 oz	12	\$0.35	6 pieces: \$2.10	Deep Fry
30005630	Original Cheddar Cheese Breaded Stuffed Jalapeños	4/4.0 lb printed carton	1.3 oz	12	\$0.35	6 pieces: \$2.10	Deep Fry

*Per Serving

[†]Based on approximate delivered cost plus average distributor markup.

**For samples shipped right to your door or more information
call 1-800-767-7377 or visit www.mccainusa.com.**



great food. good sense.™

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