



Cheese. It's Your Menu Must-Have.

Nothing can curb the craving for cheese. As one of this country's favorite foods, cheese is a menu necessity for keeping regular customers excited and enticing new guests with the taste that's always in demand.

To feed your customers' demands, you need *Anchor*[®] cheese.

It's the undisputed category leader, with more flavors, more formats and more menu know-how to help you profit from the savory satisfaction of cheese.



With *Anchor* Cheese, Your Customers Always Get Satisfaction

To feed your guests' desires
for incredible meals and
to meet your demands
for menu versatility,
there's only one
source for cheese -
Anchor cheese.



Featuring:
Breaded Cheddar Nuggets

Premium Pleasers

Our specialty cheeses add
personality to any menu and
command a premium profit.



Hard-Working Classics

As familiar and comfortable as a
close friend, yet always a part of
an exceptional meal, our many
Mozzarella Stick varieties and
flavors offer proven meal appeal.



Oven-Prep Flexibility

Anchor cheese knows you can
always use more kitchen help -
so we offer you smart preparation
solutions, including fry-or-bake
and bake-only formulations.



Featuring: Italian Breaded
Mozzarella Cheese Sticks



Contemporary Variety

Incredible shapes and inventive tastes drive new customers to sample and savor *Anchor* cheese nuggets, cubes and bites.



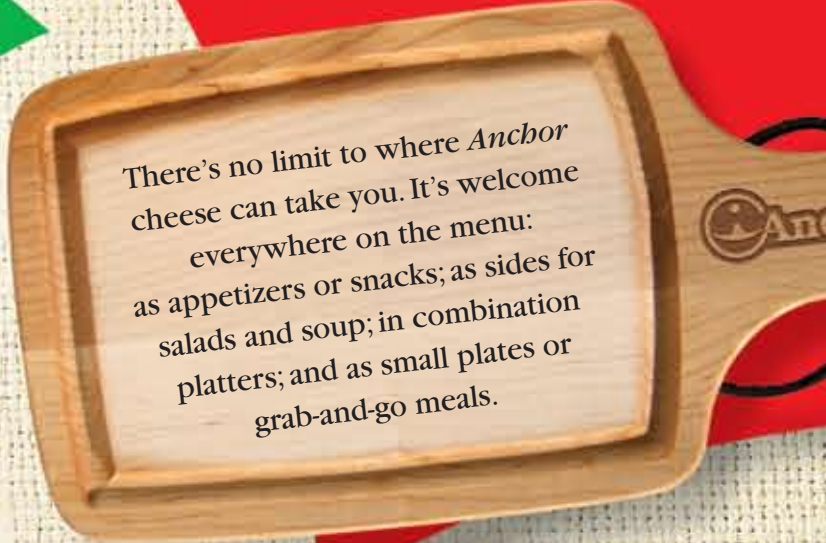
Real Kid Appeal

Shake up your kids menu and offer fun food the whole family will enjoy. *Anchor* cheese has more choices for children - that's important, because kids influence 90% of all family away-from-home dining decisions.¹



The Appeal of Cheese - Spread it Around

There's no limit to where *Anchor* cheese can take you. It's welcome everywhere on the menu: as appetizers or snacks; as sides for salads and soup; in combination platters; and as small plates or grab-and-go meals.



Featuring: **NEW** Southwest BBQ Jacks™ Breaded Cheese Wedges, **NEW** Pesto Mozzarella Breaded Cheese Medallions, Traditional Style Breaded Provolone Cheese Sticks and *MozzaMia*® Breaded Mozzarella Cheese

Source:
1. Technomic, "Understanding Kids Menu," 2004.

NEW!
BOLD ANCHOR
CHEESE PRODUCTS



Make Menus Delicious with *Anchor* Cheese. Make Them Successful with Business-Building Tools from *McCain*.

Discover all the deliciously profitable ways that *Anchor* cheese can enhance your menu. Then get sales-producing support from *McCain's* comprehensive portfolio of smart marketing tools.

Dips And Tips™ Serving Suggestions

Hundreds of recipes and serving suggestions are just a click away at our online database. Irresistible ideas for incremental sales!



Combo Builder Plus CD

Tap into this innovative tool that shows you how to turn combination platters into sales. A handy profit calculator helps you determine your return on menu.



The Customizer LIVE® Point of Sale

It's simple to customize POS materials with our online program that features background designs, photos and logo uploading capabilities. You can even customize text and price points.



Server Training Kit

No one has to tip you off to how much servers can contribute to increasing sales. This incredible video-based tool helps you maximize server sales potential with proven up-selling techniques.

Maximize Your Sales And Profits With Must-Have Marketing Tools From *McCain*!

Log onto www.mccainusa.com or call
1-800-767-7377 for information.



A Cheese For All Needs

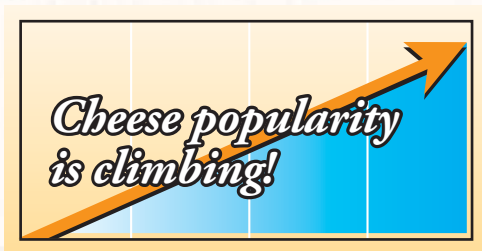
Whatever your operation's needs - upscale presentations, increased family traffic, multi-daypart versatility or competitive advantage - *Anchor* cheese exceeds your expectations.

Use this chart to find the *Anchor* cheese product that's right for your menu and your business.

A Taste for Big Profits

Increase your check averages with the "gotta have it" appetizer that patrons love to order.

- Fried cheese is the number one appetizer in Full Service restaurants.¹
- 28% of all consumers ordered fried cheese sticks in the past 12 months.²




Sources:

1. NPD/CREST April 2006
2. R & I 2005 Tastes of America


























I Need An Anchor Cheese That:	Mozzarella Classics	Nuggets, Cubes and Bites	Specialty Cheeses	Kid-Friendly Selections	Bake Preparation
Works in a variety of applications	✓	✓	✓		✓
Stands apart from the competition	✓	✓	✓	✓	
Creates upscale presentations			✓		
Attracts kids and families	✓	✓		✓	✓
Pairs well with drink specials	✓		✓		
Enhances entrées		✓	✓		
Is cost effective		✓			
Offers customers familiar, comfortable taste	✓	✓			
Allows for oven preparation					✓



 = 0 grams trans fat



Mozzarella Classics
Nuggets, Cubes and Bites
Specialty Cheeses
Kid-Friendly Selection
Bake Preparation

CODE	NAME/DESCRIPTION		Mozzarella Classics	Nuggets, Cubes and Bites	Specialty Cheeses	Kid-Friendly Selection	Bake Preparation	PACK	PIECE COST	SUGG. SERVING
50004152	Old-Fashioned Breaded Mozzarella Cheese Sticks 3-1/4" Mozzarella cheese covered in old-fashioned bread crumb coating and parsley flakes.		•					4/3 lb. printed poly bags	Approx. 26¢ ea. (16-19 per lb.)	5 sticks
50006710	Breaded Mozzarella Cheese Sticks 3" Mozzarella cheese in a Japanese-style bread crumb coating with parsley flakes.		•					4/4 lb. printed cartons	Approx. 15¢ ea. (23-25 per lb.)	6 sticks
50006240	Italian Breaded Mozzarella Cheese Sticks 3-1/4" Mozzarella cheese in fine bread crumbs with Italian seasonings.		•					6/4 lb. printed cartons	Approx. 25¢ ea. (14-16 per lb.)	5 sticks
50010122	Italian Breaded Mozzarella Cheese Sticks 3-1/4" Mozzarella cheese in a Parmesan and Romano cheese, Japanese-style breading with parsley flakes.		•				• Bake/Fry	6/3 lb. printed poly bags	Approx. 24¢ ea. (14-16 per lb.)	5 sticks
50010107	Italian Cheese Breaded Mozzarella Sticks 3-1/4" Mozzarella cheese in a golden Parmesan and Romano cheese breading.		•					6/4 lb. printed cartons	Approx. 24¢ ea. (14-16 per lb.)	5 sticks
50007400	Breaded Primo Mozzā Cheese Sticks 4" Mozzarella sticks coated in our garlic butter breading.		•					4/4 lb. printed cartons	Approx. 23¢ ea. (15-18 per lb.)	4 sticks
50003494	Bakeables® Breaded Mozzarella Cheese Sticks 3" naturally aged Mozzarella cheese in a crispy Italian breading.		•				• Bake Only	4/3 lb. printed poly bags	Approx. 24¢ ea. (15-18 per lb.)	5 sticks
50010109	Battered Mozzarella Cheese Sticks 2-3/4" Mozzarella cheese dipped in a golden batter and parfried.		•				• Bake/Fry	6/2.5 lb. printed poly bags	Approx. 30¢ ea. (12-14 per lb.)	4 sticks
50006000	Breaded Natural Cheddar Cheese Nuggets Irregularly shaped Cheddar cheese nuggets coated with Japanese-style bread crumbs.			•				30/4 oz. plain poly bags	Approx. 8¢ ea. (45-50 per lb.)	11 nuggets
50010102	Breaded Natural White Cheddar Cheese Nuggets Irregularly shaped white Cheddar nuggets in a Japanese-style bread crumb coating offer scratch-made appearance.			•				6/3 lb. printed poly bags	Approx. 10¢ ea. (27-59 per lb.)	11 nuggets
50010112	Breaded Natural Cheddar Cheese Nuggets Irregularly shaped Cheddar nuggets in a Japanese-style bread crumb coating look scratch-made.			•				6/3 lb. printed poly bags	Approx. 6¢ ea. (50-60 per lb.)	11 nuggets
50010114	Battered Cheddar Nuggets Uniform, aged Cheddar nuggets dipped in a golden batter and parfried.			•			• Bake/Fry	6/3 lb. printed poly bags	Approx. 8¢ ea. (45-51 per lb.)	11 nuggets
50010119	Breaded Hot Pepper Cheese Cubes Cubes of smooth cheese with spicy jalapeño flavoring covered in fine bread crumbs.			•				6/3 lb. printed poly bags	Approx. 6¢ ea. (50-60 per lb.)	14 cubes
50010128	Breaded Cheddar Cheese Cubes Cubes of Cheddar cheese covered in a seasoned, old-fashioned crumb breading.			•				6/3 lb. printed poly bags	Approx. 7¢ ea. (48-52 per lb.)	14 cubes
50010129	Battered Broccoli & Cheese Bites Tender broccoli and creamy American cheese dipped in a light batter and parfried.			•				6/2.5 lb. printed poly bags	Approx. 18¢ ea. (18-23 per lb.)	5 bites
50010277	Breaded Cheddar & Broccoli Bites Cheddar cheese with mini broccoli florets, real bacon and sweet onions in a crisp potato breading.			•				6/2.5 lb. printed poly bags	Approx. 24¢ ea. (14-16 per lb.)	8 bites
50010132	Breaded Cheddar Cheese and Jalapeño Bites Full-flavored Cheddar cheese and spicy diced jalapeño in a potato breading.			•				6/2.5 lb. printed poly bags	Approx. 17¢ ea. (20-24 per lb.)	8 bites
50010130	Battered Chili Pepper & Cheese Bites Mildly spicy chili, jalapeño and mild green peppers combine with Monterey Jack and Cheddar cheeses in a light golden batter.			•				6/2.5 lb. printed poly bags	Approx. 17¢ ea. (19-23 per lb.)	5 bites
85010349	Breaded Asiago Cheese & Olive Bites Smooth Asiago cheese combined with tangy, diced black olives in an Italian-seasoned bread crumb coating.			•				6/2 lb. printed poly bags	Approx. 15¢ ea. (26-30 per lb.)	8 bites
85010351	Breaded Salsa Cheese & Olive Bites Diced black olives get a kick from salsa and Monterey Jack and Cheddar cheeses all blended in a Japanese-style breading, flecked with jalapeño peppers.			•				6/2 lb. printed poly bags	Approx. 15¢ ea. (26-30 per lb.)	8 bites
50010591	NEW Pesto Mozzarella Breaded Cheese Medallions Mozzarella cheese blended with Parmesan cheese, basil and garlic, with Parmesan cheese, garlic and bread crumb coating.				•			6/2.5 lb. printed cartons	Approx. 15¢ ea. (29-35 per lb.)	10 medallions
50010590	NEW Southwest BBQ Jacks Breaded Cheese Wedges Hot Habañero Jack cheese adds kick to Southwest BBQ flavor in a crispy bite.				•			6/2.5 lb. printed cartons	Approx. 15¢ ea. (29-35 per lb.)	10 wedges
45010202	MozzaLuna® Breaded Mozzarella Cheese Half moons of whole-milk Mozzarella cheese in an oregano, Romano cheese and garlic Italian breading.				•			2/4 lb. printed cartons	Approx. 54¢ ea. (6-10 per lb.)	3 moons
45010204	MozzaMia Breaded Mozzarella Cheese Bite-size, whole-milk Mozzarella cheese wedges in an oregano, Romano cheese and garlic Italian breading.				•			2/4 lb. printed cartons	Approx. 29¢ ea. (13-17 per lb.)	5 wedges
45010216	Pretzarella Stix® Crunchy Mozzarella Sticks Crispy, crunchy pretzel coating over 4-1/2" Mozzarella cheese sticks.				•			3/3 lb. printed cartons	Approx. 26¢ ea. (11-20 per lb.)	5 sticks
45010206	Garlic Butter Breaded Provolone Cheese Sticks 4-1/2" Provolone cheese in a distinctive garlic butter breading.				•			2/4 lb. printed cartons	Approx. 27¢ ea. (12-16 per lb.)	5 sticks
50010380	Traditional Style Breaded Provolone Cheese Sticks 4-1/2" Provolone cheese in a golden Parmesan and Romano cheese breading, with onion, garlic, and parsley				•			4/2.5 lb. bulk poly bags	Approx. 29¢ ea. (11-15 per lb.)	4 sticks
45010200	Provágo Wheels Breaded Provolone & Asiago Cheese Provolone & Asiago cheeses in a Japanese-style crumb coating, with mild red and green peppers.				•			2/4 lb. printed cartons	Approx. 17¢ ea. (27-32 per lb.)	10 wheels
45010210	Primasáno Cubes® Breaded Garlic Parmesan Cheese Parmesan cheese in a garlic and herb sauce with Italian-style focaccia breading.				•			2/4 lb. printed cartons	Approx. 10¢ ea. (41-47 per lb.)	10 cubes
50010355	Battered Mac & Cheese Wedges Creamy Cheddar cheese mixed with stick macaroni and coated with a crispy Cheddar batter is a twist on a kid's favorite.						• Bake/Fry	6/3 lb. printed poly bags	Approx. 17¢ ea. (18-22 per lb.)	5 wedges
50010116	Breaded Mini Mozzarella Cheese Sticks 1-1/2" Mozzarella cheese in Italian-seasoned breading makes a mini classic.		•			•		6/3 lb. printed poly bags	Approx. 8¢ ea. (45-50 per lb.)	12 mini sticks

Get FREE SAMPLES or more information about Anchor cheese by calling 1-800-767-7377 or visiting www.mccainusa.com today!



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