

without a doubt™



turkey

**exactly
what you need
to keep your
sandwich
sales
growing.**

Source: Technomic 2008 Sandwich Consumer Trend Report

Turkey Sandwich Solutions



**\$121
billion.**

**That's
a lot of
bread.
And
meat.**

The sandwich market is a staggering \$121 billion and growing as consumers buy more sandwiches than ever. To get the biggest bite, it's absolutely critical to feature a variety of turkey options on your menu.

After all, the most successful chains in the industry—the ones that achieve traffic levels that outpace the competition, consistently gain share year over year and have significantly higher check averages—menu multiple turkey sandwich options as part of their overall success.

Shouldn't you?

- Sandwiches are the most frequently menued entrée at the top 250 LSRs and FSRs
- Turkey/turkey club was the second fastest growing sandwich in 2008
- 69% of consumers would order turkey if it was on the menu



classics.

Italian Chopped Salad Sub

- 1 each Italian submarine roll
- 3 oz. Golden Pan-Roasted Turkey Breast, thinly sliced
- 3 oz. Honey Smoked Turkey Ham, thinly sliced
- 3 oz. Black Pepper Turkey Pastrami, thinly sliced
- 2 cups romaine lettuce, shredded
- 3 each Roma tomatoes, chopped
- ¼ cup black olives, sliced
- ¼ cup green olives, sliced
- 2 Tbsp. capers
- 2 Tbsp. pepperoncini peppers, chopped
- ¼ cup shredded mozzarella cheese
- ¼ cup Italian dressing

Split Italian sub roll in half. Layer turkey breast, turkey ham and turkey pastrami on top of bottom half of roll. Mix lettuce, tomatoes, olives, capers, peppers and mozzarella with Italian dressing and place on meat. Replace top of roll. Cut into sections and serve.

and growing.

and growing.



traditional with a twist.

Big Tom Club with Maple Bacon and Worcestershire Pepper Aioli

- 2 oz. Honey Smoked Turkey, thinly sliced
- 2 oz. Turkey Ham, thinly sliced
- 2 slices Turkey Bacon
- 1 Tbsp. maple syrup
- 1 each rectangle ciabatta bread roll
- ¼ cup mayonnaise
- ½ tsp. Worcestershire black pepper
- 2 leaves red leaf lettuce
- 3 slices vine-ripened tomatoes
- 3 slices of American cheese

Mix black pepper with mayonnaise and set aside. Place turkey bacon on sheet tray and spread maple syrup over it. Place in a 350°F oven and cook until browned; set aside. Split ciabatta roll in half; toast on a grill. Spread mayonnaise on bread. Build sandwich with leaf lettuce on bottom half of the roll first, followed by tomato and cheese. Add turkey, turkey ham and bacon. Cut in half and serve.



exotic and eclectic.

Caribbean Turkey with Mango Avocado Salsa

- 6 oz. Oven Roasted Turkey Breast, very thinly sliced
- 1 each Cuban loaf
- 1 cup shredded lettuce
- butter or mayonnaise to taste

Salsa

- 1 each mango, small dice
- 1 each avocado, pitted and cut into small chunks
- 1 each medium tomato, small dice
- 1 small red onion, fine dice
- 1 Tbsp. olive oil
- 1 Tbsp. apple cider vinegar
- 3 Tbsp. fresh cilantro, washed and chopped
- 1 lime, juiced
- 1 clove garlic, minced
- salt and pepper to taste

For salsa, mix all ingredients together and set aside to marinate. Open Cuban loaf to expose the inside. Spread with butter or mayonnaise. Place shredded lettuce on bottom half of loaf followed by sliced turkey. Finish the sandwich with the mango avocado salsa.

good. and good for you.

Smoked Turkey on Grilled Sourdough

- 4 oz. Hickory Smoked Turkey Breast, thinly sliced
- 1 each slices of rustic sourdough
- 2 Tbsp. olive oil
- 1 small vine-ripened tomato
- 3 slices of Vermont White Cheddar Cheese
- 2 Tbsp. light peppercorn ranch dressing



Start by brushing the outside of the sourdough bread with olive oil, place on to a preheated sandwich grill and cook until the outside of the bread is toasty. Begin the sandwich stack on one side of bread with vine-ripened tomatoes topped with light peppercorn ranch. Follow with Vermont White Cheddar and thinly sliced hickory smoked turkey. Place second side of bread on top of sandwich and serve.

and growing.

and growing.

and growing.



3★, 4★ & 5★ Pan-Roasted. your menu superstars.

It's important to have the exact right kind of turkey to meet your needs—with the taste, texture and performance to keep your customers hungry for more.

3★ Turkey Breast

- Perfect for shaving on the slicer—high yield
- Oven Prepared
- Boneless, skin-on or skinless
- Five to seven breast meat pieces in traditional shaped turkey breast

4★ Turkey Breast

- Excellent texture for carving or the slicer, but not shaved
- Oven Prepared, Oven Roasted, Oil Browned, Smoked
- Boneless, skin-on or skinless
- Up to three breast lobes hand-aligned in traditional shaped turkey breast

5★ Pan-Roasted

- Superb “Thanksgiving turkey” texture is ideal for carving
- Oven Roasted
- Boneless, skin-on, naturally browned or smoked
- Heart-shaped comprised of whole muscle turkey—no extenders

3★ Turkey Breast

Perfect for slicing.



MENU PRICING & PROFITABILITY

Portion/Case	76
Portion Size	4 oz.
Cost/Portion	\$0.77
Sides & Garnish Cost	\$1.00
Total Plate Cost	\$1.77
Suggested Menu Price	\$5.99
Food Cost %	29.6%
Dollar Contribution	\$4.22
Gross Profit/Case	\$320.44
# Servings Per Case	76
Annual Dollar Contribution	\$16,662.88

Cost based on average delivered operator cost for 75780.

TURKEY BREAST SLICING

	Thin Slice	Thick Slice
Slicer Setting	5	9
Total Usable Slices	225	156
Total Weight of Slices (lb.)	9.24	9.49
Ounces Per Slice	0.66	0.97
Slices Per 4 oz. Serving	6	4
4 oz. Portions Per Case	75	77

*Thin slicing recommended

Flavor Profiles Available: Oven Roasted, Hickory Smoked

4★ Turkey Breast

Excellent for carving.



5★ Pan-Roasted Turkey Breast

Superb "Thanksgiving turkey" texture.



MENU PRICING & PROFITABILITY

Portion/Case	72
Portion Size	4 oz.
Cost/Portion	\$0.93
Sides & Garnish Cost	\$1.25
Total Plate Cost	\$2.18
Suggested Menu Price	\$6.50
Food Cost %	33.5%
Dollar Contribution	\$4.32
Gross Profit/Case	\$311.20
# Servings Per Case	72
Annual Dollar Contribution	\$16,182.40

Cost based on average delivered operator cost for 75702.

TURKEY BREAST SLICING

	Thin Slice	Thick Slice
Slicer Setting	6	10
Total Usable Slices	140	73
Total Weight of Slices (lb.)	8.70	8.95
Ounces Per Slice	0.99	1.96
Slices Per 4 oz. Serving	4	2
4 oz. Portions Per Case	70	73

*Performs well thin or thick

Flavor Profiles Available: Oven Roasted, Hickory or Mesquite Smoked, Oil Braised, Topically Seasoned, Reduced Sodium

MENU PRICING & PROFITABILITY

Portion/Case	48
Portion Size	4 oz.
Cost/Portion	\$1.10
Sides & Garnish Cost	\$1.50
Total Plate Cost	\$2.60
Suggested Menu Price	\$6.99
Food Cost %	37.2%
Dollar Contribution	\$4.39
Gross Profit/Case	\$210.74
# Servings Per Case	48
Annual Dollar Contribution	\$10,958.48

Cost based on average delivered operator cost for 75251.

TURKEY BREAST SLICING

	Thin Slice	Thick Slice
Slicer Setting	7	11
Total Usable Slices	119	73
Total Weight of Slices (lb.)	5.50	5.98
Ounces Per Slice	0.74	1.31
Slices Per 4 oz. Serving	5	3
4 oz. Portions Per Case	48	49

*Thick slicing recommended

Flavor Profiles Available: Naturally Browned, Oil Braised, Bourbon Peppercorn, Topically Seasoned

more **super** sandwich ideas.



Shredded Turkey Salad Wrap

4★ Turkey Breast shredded and mixed with walnuts, cranberries, onions and celery, and seasoned herbed aioli, packed into a spinach sandwich wrap.

Greek Caesar Wrap

A sandwich wrap stuffed with 5★ Golden Pan-Roasted Turkey Breast, shredded romaine lettuce and creamy roasted garlic Caesar dressing.

Asian Lettuce Wraps

Iceberg lettuce stuffed with Asian-flavored, shredded 4★ Turkey Breast and teriyaki vegetables.

The Day After Open-Faced Sandwich

Fresh sourdough toast topped with sweet potato spread, corn bread stuffing, sautéed greens, sliced 5★ Pan-Roasted Turkey Breast, topped with piping hot brown gravy, with a side of cranberry sauce.

Chopped Turkey Bacon Ranch Wrap

Mesquite Smoked Turkey Breast tossed with shredded iceberg lettuce, bacon bits, shredded Gouda cheese and creamy ranch dressing.

Griddled Breakfast Club on Cinnamon Maple Flatbread

Griddled cinnamon maple flatbread stuffed with Oven Roasted Turkey Breast, Turkey Ham, Turkey Bacon, scrambled egg and cheddar, griddled until toasty on outside and warm in the middle.

Cajun Muffuletta

Bourbon Peppercorn Turkey Breast shaved and stacked on ciabatta bread topped with shredded lettuce and an olive tapenade.

Turkey Pastrami on Rye

Black Pepper Turkey Pastrami with shredded iceberg lettuce and stone-ground mustard Remoulade stacked on marble rye.



the **right tools** for the **bread.**[®]



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