

P!CKERS

BY



FOODSERVICE
SOLUTIONS

TOOLKIT

Restaurant Operators



DEAR MCCAIN **PICKERS**

Get ready to revolutionize the way you are able to meet your customers' ever-changing food demands, with McCain's brand new range of **PICKERS** appetisers.

Made from authentic ingredients; these premium, highly profitable freezer-to-fryer products are incredibly easy to prepare - there's no special kitchen equipment or training needed, and you can have a serving ready to go in as little as 3 minutes.

PICKERS appetisers are delicious and flexible; and have been designed to easily integrate with your existing menu options, across a variety of social occasions. You can incorporate **PICKERS** appetisers as snacks, sides, sharers, builders & toppers - they really are the perfect addition to any menu!

We've compiled this digital kit to assist you in marketing and selling these exciting new **PICKERS** products to your customers.

Please note, some elements have various options. When forwarding this to your printer, please ensure you clearly specify which option you'd like printed.



CONTENTS

Feel free to use the handy marketing tools in this section. We have created them to help introduce the **P!CKERS** product to your consumers.

Operator Toolkit



TABLE TALKERS



Tent card - 148mm (w) x 210mm (h)



A5 insert - 148mm (w) x 210mm (h)

MENU INSERT

NEW

IT'S LOVE AT FIRST BITE

ASK YOUR WAITER ABOUT OUR TASTY APPETISERS

SERIOUSLY, WHO DOESN'T LIKE SOME CRISPY FRIED CHEESE??

R88.⁸⁸

I'M LIKE A POP OF PIZZA IN YOUR MOUTH! OOOH MAMA MIA!

R88.⁸⁸

I KNOW I COME ACROSS A BIT SPICY, BUT I'M ACTUALLY JUST A SOFTY INSIDE

R88.⁸⁸

P!CKERS
BY  FOODSERVICE SOLUTIONS



Print insert - 110mm (w) x 220mm (h)

SOCIAL MEDIA



Camembert Bites

1080px (w) x 1080px (h)

Post text option 1: When you and your besties get together, there's laughter all around - so why not share a cheesy moment with these all-new, delicious Camembert Bites?

Post text option 2: Got a craving? You can't go wrong with these all-new Camembert Bites - made with authentic ingredients, it's the tastiest way to add a cheesy grin to your face!



Jalapeño Poppers

1080px (w) x 1080px (h)

Post text option 1: Need the perfect "pick-me-up" snack? Satisfy your craving with these awesome Cream Cheese Jalapeño Poppers! Made from authentic ingredients, the amazing taste profile will have you hooked.

Post text option 2: Planning a hot date? Spice things up with these all-new Cream Cheese Jalapeño Poppers, the tastiest way to add excitement to any occasion.

SOCIAL MEDIA



Tomato Mozza Melters

1080px (w) x 1080px (h)

Post text option 1: Mamma mia! Try our new Tomato Mozza Melters and experience a bit-sized 'taste of Italy!' Made with authentic ingredients and packed with a delicious surprise inside, it's like a pop of pizza in your mouth.

Post text option 2: Your "great night out with friends" just got even better. Try our new Tomato Mozza Melters and experience a bit-sized 'taste of Italy!' Packed with authentic ingredients and perfect as a sharing option with any meal, keep the good times rolling.



Group

1080px (w) x 1080px (h)

Post text option 1: Feeling peckish? Try the all-new **PICKERS** range of deliciously hot appetisers! Made with authentic ingredients, it's sure to hit the spot.

Post text option 2: Celebrate the start of a fantastic evening out with friends with our all-new, delicious range of **PICKERS** appetisers! It's the perfect start to every great meal, and the most fun you'll have on a plate - now available.

SOCIAL MEDIA



Group

1080px (w) x 1080px (h)

Post text option 1: Looking for a hot new foodie experience that's totally Instagram-worthy? Come try out the new premium P!CKERS range of delicious appetisers, made from authentic ingredients - it's the perfect add-on to your next meal.

Post text option 2: Whether you're dining in or enjoying an at-home takeaway meal; it doesn't matter what the occasion is, what matters is that you give the all-new delicious P!CKERS appetisers a try! Enjoy it your way, now available at [restaurant name].

CAMEMBERT BITES - ONE PAGER



P!CKERS
BY **McCain** FOODSERVICE SOLUTIONS

CAMEMBERT BITES

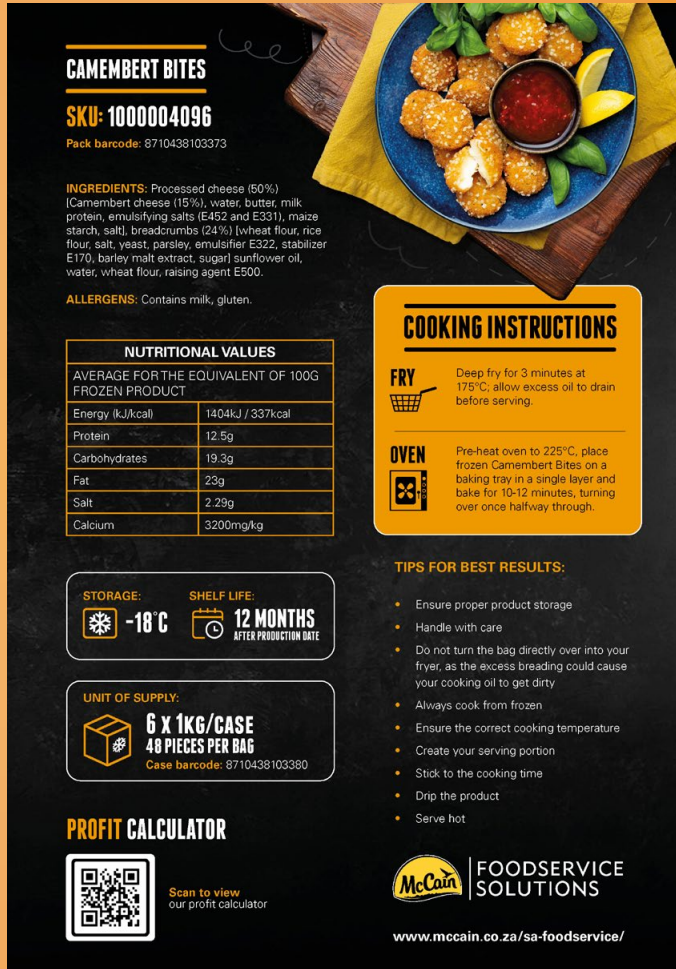
Delicious, breaded Camembert cheese bites

PERFECTLY-SIZED FINGER SNACKS

SERIOUSLY, WHO DOESN'T LIKE SOME CRISPY FRIED CHEESE??

OPERATOR FRIENDLY
No special equipment required

SNACKS • SIDES • SHARERS • BUILDERS & TOPPERS




CAMEMBERT BITES


SKU: 1000004096
Pack barcode: 8710438103373


INGREDIENTS: Processed cheese (50%) (Camembert cheese (15%), water, butter, milk protein, emulsifying salts (E452 and E331), maize starch, salt), breadcrumbs (24%) (wheat flour, rice flour, salt, yeast, parsley, emulsifier E322, stabilizer E170, barley malt extract, sugar) sunflower oil, water, wheat flour, raising agent E500.

ALLERGENS: Contains milk, gluten.


NUTRITIONAL VALUES	
AVERAGE FOR THE EQUIVALENT OF 100G FROZEN PRODUCT	
Energy (kJ/kcal)	1404kJ / 337kcal
Protein	12.5g
Carbohydrates	19.3g
Fat	23g
Salt	2.29g
Calcium	3200mg/kg

STORAGE:  **-18 °C**

SHELF LIFE:  **12 MONTHS**
AFTER PRODUCTION DATE

UNIT OF SUPPLY:
 **6 x 1KG/CASE**
48 PIECES PER BAG
Case barcode: 8710438103380

COOKING INSTRUCTIONS


FRY  Deep fry for 3 minutes at 175°C, allow excess oil to drain before serving.

OVEN  Pre-heat oven to 225°C, place frozen Camembert Bites on a baking tray in a single layer and bake for 10-12 minutes, turning over once halfway through.

TIPS FOR BEST RESULTS:

- Ensure proper product storage
- Handle with care
- Do not turn the bag directly over into your fryer, as the excess breading could cause your cooking oil to get dirty
- Always cook from frozen
- Ensure the correct cooking temperature
- Create your serving portion
- Stick to the cooking time
- Drip the product
- Serve hot

PROFIT CALCULATOR

 Scan to view our profit calculator

McCain | FOODSERVICE SOLUTIONS

www.mccain.co.za/sa-foodservice/

A4 one pager - 210mm (w) x 297mm (h)

JALAPEÑO POPPERS - ONE PAGER



P!CKERS
BY **McCain** FOODSERVICE SOLUTIONS

NEW

CREAM CHEESE JALAPEÑO POPPERS

Green Jalapeño pepper halves, filled with cream cheese and coated in a crispy breading

I KNOW I COME ACROSS A BIT SPICY, BUT I'M ACTUALLY JUST A SOFTY INSIDE

SPICE UP YOUR MENU

TOP-RATED PRODUCT
in Consumer and Operator testing!

SNACKS • SIDES • SHARERS • BUILDERS & TOPPERS



CREAM CHEESE JALAPEÑO POPPERS

SKU: 590501
Pack barcode: 3256830009974

INGREDIENTS: Coating (42.5%) [Breadcrumbs, wheat and rye flours, wheat starch, wheat gluten, salt, yeast, raising agents E450 & E500, emulsifier E472c], cream cheese preparation (25%) [milk, modified starch, milk proteins, salt, stabilizer E461, citrus fiber], jalapeño pepper (25%) [green jalapeño, salt, acid E260, firming agent E509], water.

ALLERGENS: Contains milk, gluten.

NUTRITIONAL VALUES	
AVERAGE FOR THE EQUIVALENT OF 100G FROZEN PRODUCT	
Energy (kJ/kcal)	810kJ / 193kcal
Protein	6g
Carbohydrates	24.5g
Fat	7.4g
Salt	1.2g

STORAGE:  **-18°C**

SHELF LIFE:  **15 MONTHS**
AFTER PRODUCTION DATE

UNIT OF SUPPLY:
 **6 x 1KG/CASE**
28 PIECES PER BAG
Case barcode: 3256830009981

COOKING INSTRUCTIONS

FRY  Deep fry for 3.5 minutes at 175°C, remove product from oil, allow to rest for 2 minutes before serving.

OVEN  Not recommended.

TIPS FOR BEST RESULTS:

- Ensure proper product storage
- Handle with care
- Do not turn the bag directly over into your fryer, as the excess breading could cause your cooking oil to get dirty
- Always cook from frozen
- Ensure the correct cooking temperature
- Create your serving portion
- Stick to the cooking time
- Drip the product
- Serve hot

PROFIT CALCULATOR

 Scan to view our profit calculator

McCain FOODSERVICE SOLUTIONS

www.mccain.co.za/sa-foodservice/

A4 one pager - 210mm (w) x 297mm (h)

TOMATO MOZZA MELTERS - ONE PAGER



P!CKERS
BY **McCain** FOODSERVICE SOLUTIONS

TOMATO MOZZA MELTERS

Crispy balls with a tomato risotto filling and a mozzarella heart

I'M LIKE A POP OF PIZZA IN YOUR MOUTH! OOOH MAMA MIA!

CHEF'S DELIGHT
Ready in 4 minutes!

CROWD FAVOURITE
Perfect for sharing occasions

NEW

SNACKS • SIDES • SHARERS • BUILDERS & TOPPERS

TOMATO MOZZA MELTERS

SKU: 1000005330

Pack barcode: 8710438107654

INGREDIENTS: Ricotto (62.5%) (water, rice (13.5%), sunflower oil, cheese (milk, salt, lactic starter, rennet, lysozyme preservative), onion, sugar, herbs and spices, modified starch, natural flavor (celery), garlic, thickener (agar, salt), vegetable oils (palm, rapeseed, sunflower), breadcrumbs, flours (wheat, rice), mozzarella (75%) (milk, salt, lactic starter, rennet, starch), tomatoes (8%), dextrin, salt, modified starch, raising agents E450 & E500, herbs and spices, glucose syrup, sugar, stabilizers: xanthan gum & E466, dextrose, spice extract, wheat gluten.

ALLERGENS: Contains milk, egg and gluten.

NUTRITIONAL VALUES	
AVERAGE FOR THE EQUIVALENT OF 100G FROZEN PRODUCT	
Energy (kJ/kcal)	975kJ / 233kcal
Protein	5.8g
Carbohydrates	29g
Fat	10g
Salt	1.5g

STORAGE:  **-18°C**

SHELF LIFE:  **18 MONTHS**
AFTER PRODUCTION DATE

UNIT OF SUPPLY:

 **6 x 1KG/CASE**
53 PIECES PER BAG
Case barcode: 8710438107661

COOKING INSTRUCTIONS

FRY  Deep fry for 4 minutes at 175°C, allow excess oil to drain before serving.

OVEN  Place frozen products in a single layer on a baking sheet, and bake in a pre-heated oven at 200°C for 9 minutes.

TIPS FOR BEST RESULTS:

- Ensure proper product storage
- Handle with care
- Do not turn the bag directly over into your fryer, as the excess breading could cause your cooking oil to get dirty
- Always cook from frozen
- Ensure the correct cooking temperature
- Create your serving portion
- Stick to the cooking time
- Drip the product
- Serve hot

PROFIT CALCULATOR

 Scan to view our profit calculator

McCain FOODSERVICE SOLUTIONS

www.mccain.co.za/sa-foodservice/

A4 one pager - 210mm (w) x 297mm (h)

COOKING INSTRUCTIONS - ONE PAGER

COOKING DIRECTIONS & TIPS FOR BEST RESULTS

P!CKERS
BY **McCain** | FOODSERVICE SOLUTIONS

McCain PICKERS products are versatile, easy-to-cook and have great plate appeal. Achieve the best results from your PICKERS products by following the cooking guide below.

1 ENSURE PROPER PRODUCT STORAGE



Interruption of frozen chain can cause bad texture, breading loss and the products sticking together.

2 HANDLE WITH CARE



These frozen products are fragile – any falls/shocks could impact on the product's final quality.

3 REMOVE PRODUCT FROM PACKAGING



Do not turn the bag directly over into your fryer, as the excess breading could cause your cooking oil to become dirty.

4 ALWAYS COOK FROM FROZEN



Always cook directly from frozen; do not allow to stand or thaw – implement the "from freezer to fryer" rule.

5 SET THE RIGHT OIL TEMPERATURE



Incorrect cooking temperatures could increase the risk of serving a compromised product.

6 CREATE YOUR SERVING PORTION



Choose the amount of product pieces that will be used to make up a single-serve portion.

7 STICK TO THE COOKING TIME



Camembert Bites: Cook for 3 minutes
Jalapeno Poppers: Cook for 3.5 minutes
Mozza Melters: Cook for 4 minutes

8 DRIP THE PRODUCT



Avoid any unpleasant oily residue by allowing the product to correctly drain after deep frying.

9 SERVE HOT



Serve the product immediately after draining/resting, or keep product for up to 10 minutes under a heating lamp.

A4 one pager - 210mm (w) x 297mm (h)

RECIPE INSPIRATION

P!CKERS
BY  **FOODSERVICE SOLUTIONS**

RECIPE INSPIRATION

A4 - 210mm (w) x 297mm (h)



**TACOS EL
JALAPEÑO POPPERS**



**MOZZA MELTERS
MEDITERRANEAN SALAD**



**FRESH TOMATO &
MOZZA MELTERS SALAD**



**CAMEMBERT BITES
PUFF PASTRY TARTLETS**



**NACHOS EL
JALAPEÑO POPPERS**



CAMEMBERT BITES TOASTIE