



Raised without hormones  
and no antibiotics - ever.



The PUB<sup>®</sup> Natural<sup>™</sup> Flamebroiled Beef Steak Burger  
(Classic Cheeseburger) (215-940)

**AdvancePierre's consumer-preferred\* burger patties are now available with all-natural, minimally processed beef that contains no artificial ingredients.**

\* Claim based upon consumer-preferred flavor and texture. Source: AdvancePierre Primary Research. PUB Burger Improvement Research. October 2014.



**DID YOU KNOW?** | 38% of consumers would pay more for beef that is raised without hormones, and 35% of consumers would pay more for beef that is raised without antibiotics - ever.



The Pub® Natural™ (215-960)

## //// Natural Burger Product Line ////

Product Description	Code	SUPC #	Portion	Count	Case Weight
<b>The Pub® Natural™</b> Flamebroiled USDA Choice Angus Beef Chuck Steak Burger	215-930	7777390	3 oz.	56	10.50 lbs.
	215-940	7523596	4 oz.	40	10.00 lbs.
	215-960	5636113	6 oz.	28	10.50 lbs.

### Farm Fresh Natural Burger

The Pub® Natural™ (215-960) patty served on a toasted rustic ciabatta roll with baby arugula, lemon garlic vinaigrette, natural sharp cheddar cheese and a farm-raised egg fried over-medium.

## Helping You Build A Better Burger

### Natural Beef

- Made from choice Angus chuck
- All Natural
- Minimally processed, no artificial ingredients
- Raised without hormones
- No antibiotics - ever

### Pre-portioned fully cooked burgers

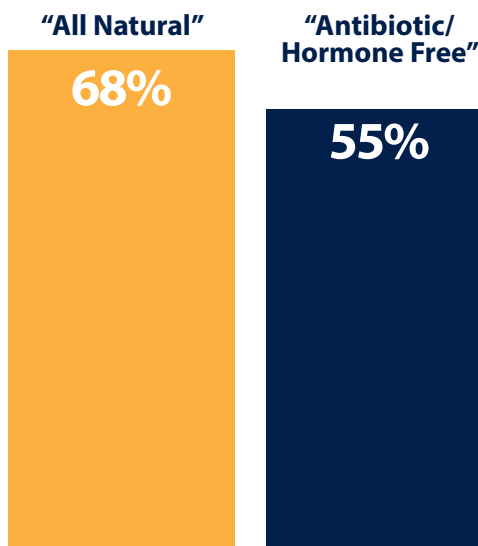
- Available in 3 oz., 4 oz. and 6 oz. sizes
- Consistent product size and quality
- Straight from the case to the grill

### Source benefits

- 100% vegetarian diet
- Sourced verified to ranch of birth
- Humane animal handling practices

## Consumer Appeal

### “Better For You” Beef Burger Attributes\*



\*Source: February, 2015 AdvancePierre Foods Custom “Better For You” Study.



9987 Carver Rd. Suite 500  
Blue Ash, OH 45242  
www.advancepierre.com  
1.800.317.2333

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## *BreakAway*® Corned Beef

Unleash the Flavor



## BreakAway® Corned Beef

Unleash the Flavor

Steak-EZE® BreakAway Corned Beef is the first item of its kind, offering classic corned beef flavor in convenient individual portions. This product is great for a variety of menu applications such as Corned Beef Hash, Reuben Sandwiches, Irish Nachos and much more. Experience one of these delicious menu options today, with profitable and versatile *Steak-EZE BreakAway* Corned Beef.

### Unmatched Profits

- Individual portions for consistent food costs

### Unlimited Versatility

- Dozens of menu options from one product

### Traditional Corned Beef Flavor

- Fully cured and sliced, corned beef brisket with a robust, distinct flavor

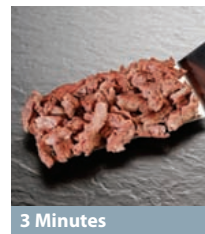


Product Description	APF Code No.	SUPC #	Pack/Portion	Case Weight
<b>Steak-EZE BreakAway Corned Beef</b> Fully cured, classic corned beef flavor in individual, easy-to-use <i>BreakAway</i> portions.	<b>1840-001</b>	<b>9150517</b>	<b>48/4.00 oz.</b>	<b>12.00 lbs.</b>

### Preparation Instructions:

1. Preheat a flat grill to 350°F.
2. Place frozen corned beef on grill.
3. After the portion has cooked through about half its thickness, flip the portion once.
4. As the meat slices begin to cook, separate them with a spatula and add any desired seasonings. Corned Beef should have an evenly red appearance when cooked.

**Note:** Due to the curing process, *Steak-EZE BreakAway* Corned Beef is gray in color when in its raw, frozen state. Corned Beef will turn red as it cooks.



For more information, please call **1.800.317.2333**

or e-mail [CustomerService@advancepierre.com](mailto:CustomerService@advancepierre.com).

[www.advancepierrefoods.com](http://www.advancepierrefoods.com)