



HIGH LINER
FOODSERVICE™

BETTER PREP

WE'RE PASSIONATE ABOUT SEAFOOD AND ITS ABILITY TO MAKE OPERATOR PREP EASIER. WITH LABOUR AND BUDGET CONCERNS A FOREFRONT CHALLENGE, WE'VE GOT SOLUTIONS TO HELP EASE BACK-OF-HOUSE PREPARATION.

FROM SIMPLE FREEZER-TO-FRYER/OVEN PRODUCTS TO MENU VERSATILE ITEMS, WE CAN PROVIDE BOTH TIME- AND BUDGET-FRIENDLY SOLUTIONS THAT TAKE THE PREP OUT OF THE KITCHEN.

A HIGH LINER FOODSERVICE SOLUTION

SEAFOOD IS *Better*™



63% OF NON-COMMERCIAL OPERATORS RELY ON PREPARED ITEMS.¹

TIMES & TRENDS ARE CHANGING

Food trends change at a fast pace, and neither commercial nor non-commercial operators can ignore them.

There is always an annual flood of information on new hot trends and techniques (enter: fancy toast). But keeping up can mean a pretty penny out of operators' pockets, let alone a lot of work and the need to keep a constant pulse on what's coming next.

LABOUR OF LOVE

As one of the largest employers in North America, the restaurant industry isn't without its workforce challenges.

The Restaurants Outlook survey found that labour costs and labour shortages were the highest ranked concerns of foodservice operators. **51% of them found it "extremely" or "very" difficult to fill back-of-house positions, while one third found it challenging to fill manager positions.**³

MORE PLEASE!

Guests are demanding more; more options, more flavors, more frequently.

That can be a tall (and costly) order when it comes to reworking menus. **33% of operators are more likely to order products that can be used multiple ways,** so they can serve up something special, without the pain of complicated menu planning and preparation.²

chef's tip!

Introduce Fish Friday

Okay, so we didn't invent the day, but we can help operators introduce a weekly menu item that's easy for them, and brand new for their customers.

PREPPING OPERATORS FOR SUCCESS

OUR BETTER PREP PRODUCTS DELIVER EXCEPTIONAL VALUE IN A NUMBER OF WAYS.

TIME-SAVING SEAFOOD

Our freezer-to-fryer/oven and other easy-to-cook products make kitchens more efficient and give operators time back in their days.

SEAFOOD THAT'S SAFER

Since products come ready to be cooked and require minimal handling, exposure to cross contamination is greatly reduced.

COST AND MENU FRIENDLY SOLUTIONS

Operators can mix up their menus by serving one product in a several ways without incurring additional food costs.

38% OF OPERATORS NEED MORE CONVENIENCE-FOCUSED PRODUCTS.¹

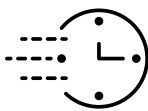


SOLVING OPERATOR PAIN POINTS



Overcoming labour challenges

Ease back-of-house labour issues with products that require no prep, and are so easy to make, anyone can do it.



Keeps more pennies in operators' pockets

Operators save on time and food waste with our products since they don't have to bread or batter them themselves.



The versatility they need

With the ability to serve products in multiple ways, operators can reduce the number or SKUs they have to manage while providing the menu variety guests want.



Consistent pricing and supply they need

As the foodservice seafood leader, operators can rely on us to ensure their staples are always available at a price that's right.



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PRODUCT LIST

PRODUCT #	NAME	SIZE	PACK	COOK METHOD
1029736	UpperCrust™ Potato Crusted Cod With Chives & Cheddar	5-6 oz	10 lb	FA, OR
1086106	Beer Battered Haddock Fillets	3 oz	10 lb	DF, OR
10025643	Big Bob's® Beer Battered Natural Cut Haddock Fillets	8.5 oz	10 lb	DF, OR
5441	Battercrisp® Natural Cut Cod Fillets	2-4 oz	10 lb	DF, FA
6056	Battercrisp® English Style Alaska Pollock Fillets	3-4 oz	10 lb	DF, FA, OR
7918	Coconut Breaded Shrimp, Butterfly Cut, Clean-tail	21-25 ct	4x2.5 lb	DF
1029746	UpperCrust™ Summer Herb Crusted Cod With Roasted Garlic And Lemon	5-6 oz	10 lb	FA, OR
7917	Tempura Battered Shrimp, Tail-on	21-25 ct	4x2.5 lb	DF, OR
1089732	English Style Battered Pollock Fillets	3-5 oz	10 lb	DF
1029316	Beer Battered Cod Portions	3.8 oz	10 lb	DF, FA, OR
1036457	Oven Ready Sole Fillets	4 oz	10 lb	FA, OR
1089526	UpperCrust™ Tortilla Crusted Tilapia with Chipotle & Lime	5-6 oz	10 lb	FA, OR
5452	Captain's Pub Cut™ Big Battered Haddock Fillets	8 oz	10 lb	DF, OR
3578	Battercrisp® Haddock Fillets	4 oz	10 lb	DF
1026700	Homestyle Batterdip™ Cod Tails	4 oz	10 lb	DF
1050100	Atlantic Salmon Portions, Boneless, Skinless, Vacuum Pack	6 oz	10 lb	
8750	Bam Bam Evercrisp™ Lightly Battered Shrimp	26-30 ct	4x2.5 lb	DF
7565	Shrimp Skewers, Raw (5 Pieces/Skewer)	31-40 ct	5 lb (40 Skewers)	
8412	UpperCrust™ Almond Crusted Sole with Lemon & Chives	5 oz	10 lb	FA, OR
1023394	Pacific Cod Loins, IQF	4 oz	10 lb	
5050	UpperCrust™ Everything Bagel Alaska Pollock	162 g / 5.7 oz	10 lb	FA, OR
5051	UpperCrust™ Honey Mustard & Pretzel Crusted Alaska Pollock	162 g / 5.7 oz	10 lb	FA, OR
6982	Dip't & Dusted™ Southern Style Haddock Fillets	4.5 oz	3x5 lb	DF, FA, OR
10008896	Guinness® Beer Battered Cod Fillets	4 oz	10 lb	DF, FA, OR
1588	Beer Battered Cod Tail	6 oz	10 lb	DF, OR

DF = Deep Fry MW = Microwave PS = Pan Sear
FA = Forced Air Convection Oven OR = Oven Ready RT = Retherm

TO REDUCE FOOD WASTE, 25% OF OPERATORS HAVE INCREASED ORDERS OF FROZEN PRODUCTS.¹



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