



HIGH LINER  
FOODSERVICE™

# BETTER TO GO



## MEAL TRENDS

GUESTS' DEMANDS ARE EVER-CHANGING. AS EXPECTATIONS KEEP RISING FOR DELICIOUS FOOD TO BE READILY AVAILABLE WHEREVER AND WHENEVER, TAKE-OUT AND DELIVERY SERVICES ARE EXPLODING. NO WONDER 68% OF OPERATORS CONSIDER SNACKS PROFITABLE.<sup>1</sup>

WE'RE HERE TO PROVIDE SOLUTIONS THAT CONQUER THIS SURGE IN DEMAND WITH APPS, SNACKS AND INNOVATIONS THAT HELP ALL OPERATORS DELIVER SEAFOOD TO GO.

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A HIGH LINER FOODSERVICE SOLUTION

SEAFOOD IS *Better*®

<sup>1</sup>Datassential Snacking Report, 2019

## SOMETHING TO SNACK ABOUT

## Snacking is outpacing meals as global appetite for smaller bites grow.<sup>1</sup>

Snacking is on the rise around the world. **6 out of 10 global adults “prefer to eat many small meals throughout the day, as opposed to a few large ones”.** More than half of adults say “quick, on-the-go bites are more suited to their lifestyle than full meals”.<sup>1</sup> **And 97% of operators have snackable items on their menus.**<sup>2</sup>

## DELIVER WHAT GUESTS WANT

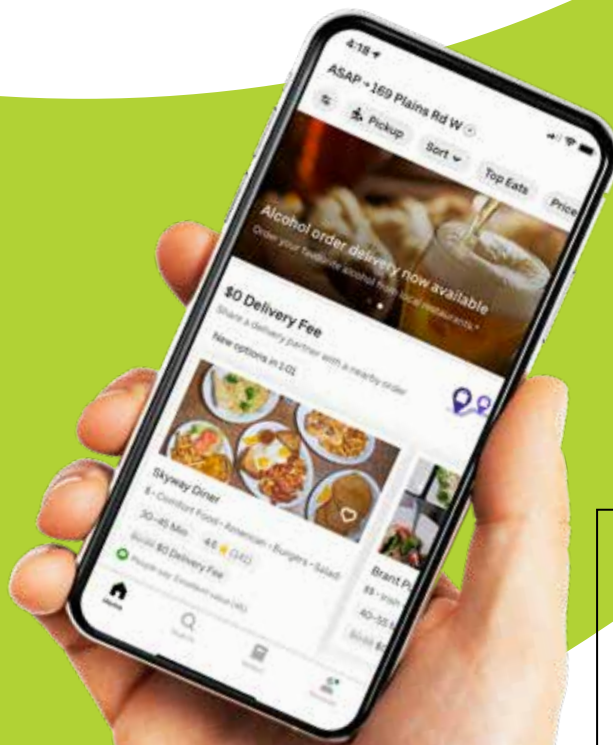
## Online food delivery is set to supersize to a hefty \$200 billion by 2025.<sup>1</sup>

Food delivery isn't new, but it's going places it's never gone before. Thanks to the growing supply of online and delivery apps, **guests have access to thousands of commercial restaurants from one platform** – a game changer that has set the “to-go” trend on a major upswing.

## FOOD ON THE MOVE

## National expenditures for food away from home is overtaking dollars spent for at-home meals.<sup>1</sup>

Guests are on the go and therefore many people are eating out more than ever before. **As the foodservice industry grows, the percentage of away-from-home meal options is also increasing.** There is an expectation for food to be available wherever guests are – this includes increased non-commercial demand in retail facilities.



**SEAFOOD  
IS THE 2<sup>ND</sup>  
MOST CRAVED  
ITEM ON  
RESTAURANT  
MENUS!**

DRIVING REAL VALUE FOR OPERATORS

**Our Better To Go products deliver exceptional value in a number of ways.**

**REELING IN MORE RELEVANCE**

Our products let operators expand their menus with on-trend snacks, handhelds and other to-go offerings guests are constantly looking for.

**GIVES OPERATORS TIME TO SHINE**

With cook-from-frozen options that require no prep, operators can save time in the kitchen and ensure speedy to-go and delivery service for guests.

**HELPS OPERATORS NET MORE MONEY**

With exciting new options to offer and new eating occasions to promote, operators will enjoy incremental sales with our Better To Go products.

**ALASKA WILD WINGS IS A GREAT PORTION ALTERNATE TO CHICKEN WINGS WHICH APPEAR ON 44% OF MENUS!**



*chef's tip!*

**Guests are craving a customized experience.**

These quick and easy products provide a base that gives operators the ability to use sauces and sides to create endless, customized and craveable combos.

**SOLVING OPERATOR PAIN POINTS**



**Better take-out and delivery**

With new innovations and reimagined favourites, operators can offer options that are sure to wow guests.



**Helps them become handheld heroes**

Guests want easy-to-eat, handheld and portable meals they can eat on the move. Our Better To Go products help operators deliver them.



**Introduce new eating occasions**

Our Better To Go snacks and apps give operators new items to offer during traditionally slow times, like midday and late night.



**More specials that are truly special**

With plenty of trendy flavours and formats, our Better To Go products let operators create delicious limited time offers more frequently.





**HIGH LINER**  
FOODSERVICE™

## PRODUCT LIST

PRODUCT #	NAME	SIZE	PACK	COOK METHOD
1026135	Breaded Cod Nuggets, Natural	1 oz	10 lb	DF, FA, OR
5161	Breaded Mozzarella Cheese Sticks	17+ / lb	5 lb	DF
1144	Breaded Cod Nuggets	1 oz	10 lb	DF, FA, OR
8750	Bam Bam Evercrisp™ Lightly Battered Shrimp	26-30 ct	4x2.5 lb	DF
5943	Big Bob's® Beer Battered Natural Cut Cod Fillets	8.5 oz	10 lb	DF, FA, OR
7025	Big Captain Burger® Breaded Pollock Fish Fillets	4 oz	10 lb	DF, FA, OR, RT
3299	Captain Burger® Breaded Pollock Fish Fillets	66 g	10 lb	DF, FA, OR
1003015	Breaded Popcorn Shrimp	65-100 ct	4x3 lb	DF
7786	Breaded Krunchie® Haddock Fillets	2-4 oz	10 lb	DF, FA, OR, RT
2870	Fish Cakes	2 oz	10 lb	DF, FA, OR
8971	Big Captain Burger® Breaded Pink Salmon	4 oz	10 lb	DF, FA, OR, RT
4590	Battered Haddie Bites	17 g	10 lb	DF, FA, OR
10025916	Yuengling® Lager Battered Haddock Fillets	4 oz	10 lb	DF, OR
1086714	Battered Pollock Fillets	4-5 oz	10 lb	DF
1086090	Breaded Sole Fingers	1-2 oz	10 lb	DF, FA, OR
8933	Southern Style Alaska Wild Wings™	23.7 g / 0.8 oz	4.54 kg / 10 lb	DF, FA
9130	Dip't & Dusted™ Sriracha Breaded Cod Strips	2 oz	10 lb	DF, OR
1004	Haddock Fillets, IQF	4 oz	10 lb	
2516	Pacific Salmon Portions	4-5 oz	2x10 lb	
8959	Pacific Salmon Loins, SVP	3 oz	10 lb	
9881	Blue Cod Fillets, IQF	4 oz	10 lb	
1023395	Pacific Cod Loins, IQF	5 oz	10 lb	
5743	Raw, Peeled & Deveined, Tail-off, IQF	31-40 ct	5x2 lb	
10026794	Guinness® Beer Battered Shrimp	27-33 / lb	10 lb	DF, FA, OR
10026795	Guinness® Beer Battered Cod Tenders	1-2 oz	10 lb	DF, FA, OR

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

**SAVORY  
HANDHELDS  
ARE THE 2<sup>ND</sup>  
MOST LIKELY  
FOOD TYPE TO  
BE ORDERED  
AS A SNACK!**



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