

# NEW PRODUCTS

## FROM COUNTRY CHOICE

APRIL 2010 • BREADED & SOUTHERN FRIED CHICKEN FILLET



F65756 Breaded Chicken Fillet  
(Serving suggestion)

## Chicken To Go

Country Choice is pleased to announce the introduction of two new Chicken Fillets: Breaded and Southern Fried – not only superb quality, but probably the most versatile products in our food-to-go range.

Made from 100% whole chicken breast with a crispy breadcrumb coating these two delicious fillets set a new standard in taste and quality. With recipe applications such as Burgers, Filled Baguettes, Subs, Wraps and even Salads ‘versatility’ really is at the heart of these two new products.



F65755 Southern Fried  
Chicken Fillet  
(Serving suggestion)

So whether hot or cold, sliced or whole, plain or spicy, our new Chicken Fillets are a sure fire way to liven up your food-to-go menu in more ways than one.

**CountryChoice**  
Catering for retailers

# Chicken Fillet Baguette

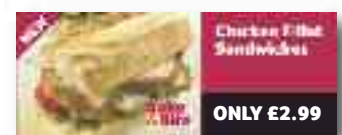
For customers operating a Filled Baguette Programme, the new chicken fillets are ideal additions to the menu, and can be served either chilled or hot as part of a made-to-order operation.

## Recipe

A hot menu item for a serve-over operation. Take a freshly baked Demi Baguette and slice along its side. Fill with lettuce, sliced tomato and to finish, top with slices of hot chicken fillet (yes a whole fillet!)

Add mayonnaise or tomato sauce if required and serve in a hot baguette tray.

RRP  
**£2.99**  
POR  
**42%**



# Chicken Fillet Specials

In addition to a chilled or hot sandwich programme, our new chicken fillets have a wide variety of other applications. Below are four recipe suggestions to ensure you make the most of these exciting and delicious new products.

## Chicken Fillet & Potato Wedges

Oven bake the chicken fillet and seasoned potato wedges. These can be held hot for up to 4 hours ready to serve or can be packaged for self-serve using the small food to go box and displayed in your hot food to go cabinet at +63°C.

RRP  
**£3.25**  
POR  
**38%**



serving suggestion

## Chicken Fillet Sub Roll

Take a fully defrosted white sub roll and slice along the top side, fill with slices of burger cheese and slices of hot chicken fillet. Add tomato salsa if required and serve. Package using the hot baguette tray. If selling self-serve, display in your hot food to go cabinet and hold for up to 2 hours at +63°C.

RRP  
**£2.99**  
POR  
**40%**



serving suggestion

# Chicken Fillet Burger



The Chicken Fillet Burger is perfect for customers already operating a Breakfast or Burger Programme as it uses many of the same ingredients including packaging.

## Recipe

Oven bake the chicken, place into a white floured bap and add a slice of cheese and bacon if required. If selling self-serve, package using the hot bap wrap and display in your hot food to go cabinet. Hold for up to 2 hours at +63°C.

RRP  
**£2.99**  
POR  
**39%**



## Chicken Fillet Wrap

A hot menu item for a serve-over operation. Place a fully defrosted plain wrap flat down and thinly spread on mayonnaise or tomato salsa. Cover lightly with lettuce and chopped tomato, then top with slices of chicken fillet. Package using the shelf liner and serve.

RRP  
**£2.99**  
POR  
**44%**



serving suggestion

## Chicken Fillet Salad

An option for a hot menu item for a serve-over operation. Using a 500cc salad container, create a bed of continental leaf salad, add chopped tomato and top with chunks of chicken fillet. Serve with either mayonnaise or tomato salsa and cucumber.

RRP  
**£2.79**  
POR  
**40%**



serving suggestion



F65755 Southern Fried Chicken Fillet  
(Serving suggestion)

## INGREDIENTS

		CASE SIZE	CASE PRICE (€)	UNIT PRICE (P)
F65756	Breaded Chicken Fillet	1x16	€20.00	125.0
F65755	Southern Fried Chicken Fillet	1x16	€20.00	125.0
F60816	White Floured Bap (Pre-sliced)	F T V 48	€10.80	22.5
F60888	White Demi Baguette	F V 40	€14.95	37.4
F60023	White Sub Roll	F T V 35	€13.10	37.4
F30084	Seasoned Wedge Fries	V 1 x 2.5kg	market priced	
C74114	Rindless Unsmoked Back Bacon	10 1 x 2.5kg	market priced*	
C74546	Burger Cheese Slices	30 V 224	€14.70	13.1

\* nett priced

## SAUCES

		CASE SIZE	CASE PRICE (€)	UNIT PRICE (P)
A3853	Tomato Ketchup Sachets	V 200	€8.10	4.1
A3848	Brown Sauce Sachets	V 200	€8.10	4.1
A10408	Mayonnaise Sachets	V 200	€12.85	6.4
A6894	Tub of Mayonnaise	V 1 x 5ltr	€13.95	-

## PACKAGING

		CASE SIZE	CASE PRICE (€)	UNIT PRICE (P)
A68722	Hot Bap Wrap	500	€35.15	7.0
A68743	Hot Baguette Tray	1000	€85.60	8.6
A68720	Small Food to Go Box	500	€35.15	7.0
A68724	Chilled Baguette Tray	500	€40.55	8.1
A68801	Sandwich Wedge Pack	250	€31.10	12.4
A87516	Twisty Bowl (500cc)	400	€77.45	19.4
A68715	Shelf Liner	1000	€18.05	1.8
A68732	Serviettes	500	€4.30	0.9

all packaging is nett priced and subject to VAT

**Handling instructions:** Always bake from frozen. Remove the required amount of product from the outer case and place on a lined, solid baking tray. Pre-heat the oven to 190°C and bake for 20-25 minutes. A core temperature of +82°C must be achieved before the product is removed from the oven. If displaying hot, this product must be transferred immediately to a pre-heated display that will maintain a core temperature of +63°C or higher. Shelf life once baked: hot - 4 hours.

F Bread suitable for filling V Suitable for vegetarians T Thaw & Sell product S Chilled shelf life from day of delivery (in days)

## Country Choice

Swan House, New Mill Road, St. Paul's Cray, Orpington, Kent, BR5 3QD

tel: 01689 301201 [www.countrychoice.co.uk](http://www.countrychoice.co.uk)

Part of the brakesgroup trading as Country Choice

Brake Bros Foodservice Ltd.

Registered office: Enterprise House, Eureka Business Park, Ashford, Kent, TN25 4AG

Registered in England 00706764