

New
funny
bones™
chicken ribz

Juicy
LIKE A WING
Meaty
LIKE A RIB



ARE YOU READY FOR THE NEXT BIG THING IN CHICKEN?

The poultry experts at Pierce Chicken® are innovating the category yet again, and our new Funny Bones™ are no joke! These riblike, bone-in chicken thighs have the tender texture and delicious flavor that can come only from dark meat.



ENTRÉE INNOVATION

Teriyaki-sesame glaze and Asian slaw dress up Funny Bones™, creating an elegant new entrée.



GRAB-AND-GO/TAKEOUT

Cater to the needs of busy customers by offering Funny Bones™ on the go, with your signature dipping sauce.



GAME-CHANGING APPETIZER

A staple on the bar menu, Funny Bones™ make for a classic, craveable appetizer.

New funny bones™

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CREATIVE INSPIRATION WHERE IT COUNTS: ON YOUR MENU.

Your customers are always looking to try new menu items, but innovation can be a time- and cost-prohibitive process. So let Pierce Chicken® do the work for you! We're innovating the chicken category yet again with our newest product: Funny Bones™. These tasty chicken thighs are the perfect blank canvas for your recipe creations, maintaining their juicy, meaty flavor no matter how they're prepared.

Retail sales volume of value-added, bone-in chicken thighs is **up 183%** in the past year.¹

Takeaway: This popular format has demonstrated the strongest growth of any retail chicken category.

55% of consumers want restaurants to offer a **GREATER VARIETY** of chicken entrées.²

Takeaway: Show 'em something they've never seen before—with Funny Bones™.

WHY CHOOSE FUNNY BONES™?

With their convenient, fully cooked format and foodie patron appeal, Pierce Chicken® Funny Bones™ will make a profitable addition to your menu. Served up as fresh new appetizers or chef-inspired entrées, they're unlike any other chicken product on the market:

- Trimmed, skinless, bone-in thighs
- Lightly seasoned for maximum flexibility
- Fully cooked, then frozen to preserve flavor
- Fun, handheld-portion size
- Versatility across menu
- Reduced labor and prep time

Our Pledge to the Highest Standards in Food Safety

When it comes to protecting your operation and customers, we simply won't compromise our food safety standards.

Pierce Chicken® maintains an intensive, HACCP-based quality assurance program. On-site USDA inspectors and a state-of-the-art tracking system enable us to trace the origin of every case we ship.



This year, **protein-based** appetizers and samplers are expected to "move into the spotlight."³

Takeaway: Stay ahead of the curve! Serve an on-trend product that works across your whole menu.

Product Code	Description	Prep Method	Approximate Piece Size	Case Pack	Net Weight
41270	Funny Bones™	Fry/Bake	2-3.5 oz. each	2/5 lb.	10 lb.



LET'S SHARE A TASTE OF SUCCESS.

We know chicken is essential to your menu. That's why Pierce Chicken® is committed to helping you succeed. Since 1951, Pierce Chicken® has provided fun, innovative, business-building chicken products for foodservice. But more than anything, Pierce Chicken® means quality and great taste. It always has. Contact us today to find your chicken solution.

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