



STAY ON TOP OF CONSUMER DEMAND

WITH TOP FLOCK™, NEW FROM PIERCE CHICKEN®



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.

PRODUCT CODE	DESCRIPTION	PREP METHOD	CASE PACK	NET WEIGHT
20195	NAE Natural Fully Cooked Diced Breast Meat	Oven/Microwave	2/5 lb	10 lb
20198	NAE Natural Fully Cooked Fajita Seasoned Breast Strip Pieces	Oven/Microwave	2/5 lb	10 lb
20201	NAE Natural Par-Fried Traditional Breaded Chicken Tenderloins	Fry/Bake	2/5 lb	10 lb
20202	NAE Natural Fully Cooked Breaded Chicken Breast Tenders	Fry/Bake	2/5 lb	10 lb
20404	NAE Natural 4 oz Marinated IF Boneless Skinless Breast Fillets	Grill/Bake	48/4 oz	12 lb
20405	NAE Natural 5 oz Marinated IF Boneless Skinless Breast Fillets	Grill/Bake	48/5 oz	15 lb
20406	NAE Natural 6 oz Marinated IF Boneless Skinless Breast Fillets	Grill/Bake	48/6 oz	18 lb

Contact us today to find your chicken solution.
POULTRY.COM | 800-336-9876

Top Flock™ by Pierce Chicken is a unique new product line that fits with the way consumers are eating today. Our Top Flock™ chickens are raised with **no antibiotics ever** and use **100% all natural** ingredients, for products that boost the profit potential of your menu while delivering patron appeal.



© 2017 Pierce Chicken. All rights reserved.
BRH207





OUR TOP FLOCK™ SHOULD BE TOP OF MIND ON YOUR MENU.

What makes Top Flock™ from Pierce Chicken so special? It's what's NOT inside that counts. Our premium quality products contain none of the common additives and ingredients found in other foodservice chicken offerings.

FREE FROM

- ✓ ANTIBIOTICS
- ✓ ARTIFICIAL INGREDIENTS
- ✓ PRESERVATIVES
- ✓ TRANS FATS
- ✓ PARTIALLY HYDROGENATED OILS
- ✓ HORMONES*
- ✓ STEROIDS*
- ✓ ADDITIVES
- ✓ MSG
- ✓ CHEMICALS

Menu items featuring Top Flock™ products can command top dollar on your menu. More than a third of consumers say they're willing to pay more for foods that are free of antibiotics.

37% of consumers are willing to pay more for antibiotic-free foods.

Technomic, The Healthy Eating Consumer Trend Report, 2016

RECIPE IDEAS

Top Flock™ products can be used across your menu. Our versatile tenders, diced breast meat, fajita strips and fillets add naturally great taste to dishes at all dayparts.



CHICKEN TENDER BASKET

Perfect for sharing: serve up a basket of our juicy Top Flock™ breaded chicken tenders with garlic-Parmesan waffle fries.



SOUTHWEST COBB SALAD

Patrons will enjoy this hearty and colorful salad, featuring Top Flock™ fajita strips, avocado, bacon, red onion, red and yellow cherry tomatoes, crumbled blue cheese and Italian dressing.

32%

of consumers say that foods described as antibiotic-free taste better.

Technomic, The Healthy Eating Consumer Trend Report, 2016



LATIN CHICKEN FILLET SANDWICH

Add excitement to your lunch offerings with a Latin-inspired grilled Top Flock™ chicken fillet sandwich topped with zesty black bean slaw salad.



INDO-CHINESE CHICKEN FRIED BROWN RICE

Put a spin on traditional fried rice by tossing brown rice, Top Flock™ diced chicken, egg whites, spring onions, carrots, peas and green bell peppers with an Indo Chinese-style sauce.

150%
GROWTH OF
ANTIBIOTIC-RELATED
MENU MENTIONS,
INCLUDING
“ANTIBIOTIC FREE”
AND
“RAISED WITHOUT
ANTIBIOTICS”
SINCE 2012

Datassential MenuTrends, menu penetration growth 2012-2016

* Federal regulations prohibit use of hormones or steroids in pork and poultry.