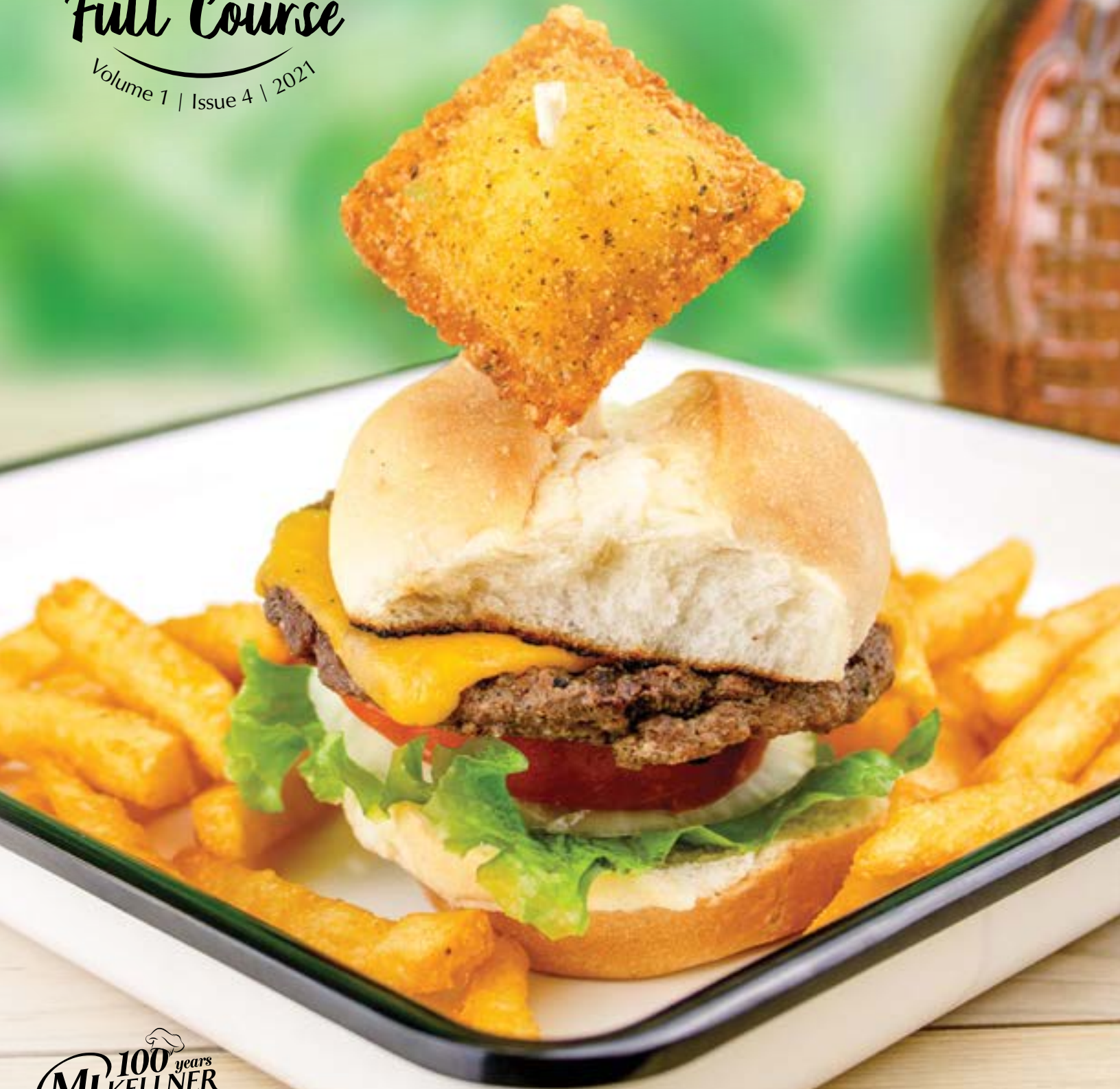




Game Changing **APPETIZERS**





TEAM MJK!

Welcome to Volume 1, Issue 4 of *Full Course*. This issue targets the sports and not so sports like enthusiasts! It is packed with ideas and tips on serving products during sports extravaganzas.

During this season we will see the end of football with the Superbowl, the start of baseball with Spring Training, and celebrate March Madness for basketball. Be sure to bring your customer's "foodie" side out with some of our action-packed ideas.

This issue provides ways to present products and new ideas on products to serve. There are also tips on how to get more bang for your buck by using LTO's and coupons. Many operators are still experiencing the issue of staffing and with the staffing issues, providing consistency. So, in this issue we have tried to focus on items that are quick and easy to prepare.

We look forward to another successful year of presenting you with *Full Course*! We would like to thank you for supporting our visions and ideas.

M.J. Kellner Marketing Team

TESTIMONIALS



I can't say enough about M. J. Kellner and their customer service. When we first started doing business, I was a little apprehensive because I had been doing business with another local distributor. M. J. Kellner stepped in and took over and did a fabulous job accommodating everything we could have asked for.

Hallie Pierceall
D'Arcy's Pint



I've known M. J. Kellner since the middle 80's when Hack was running the company and later on Bill took over the company. So, I have seen them grow from almost nothing all the way to where they are now. (Now) I am in my own business and they helped me continue to grow.

Stewart Conn
Abe's Hideout

TABLE OF CONTENTS



TACKLE YOUR APPETITE

Naked Chicken Wings | MJK# 66359





- Boneless Country Breaded Chicken Wings: MJK# 66003
- Naked Chicken Wing Wingettes: MJK# 66359
- Boneless Buffalo Chicken Wings: MJK# 66343
- Teriyaki Sauce: MJK# S26671
- Garlic Parmesan Sauce: MJK# S26977
- Cayenne Pepper Sauce: MJK# S26978
- Sweet Chili Sauce: MJK# S26980
- Nashville Hot Sauce: MJK# S26986
- Buttermilk Ranch Dressing: MJK# 26911

BOLD Flavor



Take your sauce game to the next level.

TEAMWORK



Beer Cheese Dip



Buffalo Chicken Dip



TAKE A TIME OUT

Buffalo Chicken & Beer Cheese

Benefits & Features:

- fully cooked
- convenient boil in a bag
- premium ingredients
- homemade taste
- menu versatility
- labor savings

Menu Ideas:

- buffalo chicken pizza
- buffalo chicken dip
- buffalo chicken potato skins
- buffalo chicken quesadilla

Menu Ideas:

- beer cheese mac
- beer cheese reuben
- beer cheese potato soup
- beer cheese tots

Buffalo Chicken | MJK# 69953 | 4/5 LB Bag
 Bavarian Pretzel Bite | MJK# 69940 | 500 ct
 Beer Cheese | MJK# 69964 | 4/5 LB Bag

LET'S CREATE GREAT DISHES TOGETHER. **J.T.M.**



GAME CHANGERS

Traditional Combo

- Bavarian Pretzel Bite: MJK# 69940
- Breaded Four Cheese Ravioli: MJK#60613
- Naked Chicken Wing: MJK# 66359



Slider Combo

- Sloppy Joe Slider: MJK# 69959
- Chicken Slider: MJK# 66446
- Hamburger Slider: MJK# 64135
- Meatball Slider: MJK# 64619



Spicy Combo

- Jalapeno Mac n' Cheese Bite: MJK# 61061
- Breaded Buffalo Chicken Ravioli: MJK# 61628
- Boneless Buffalo Chicken Wings: MJK# 66343



WHAT IS CHARCUTERIE?

Learn more about this trending food presentation...

Why Charcuterie?
The fascination with charcuterie boards has less to do with the specifics of what's on the plate and more with the visual appeal as a whole. These boards are an ideal way to satisfy all palates and please crowds, big and small.

What is Charcuterie?
“Charcuterie” technically means a range of different cured meats; however, they have gone beyond that featuring various cheeses, crackers and produce. Consumers have even expanded the idea to dessert charcuterie boards, holiday charcuterie boards, date night charcuterie boards and so many more. The fun part about charcuterie? They are extremely flexible: you can adjust the ingredients for different preferences, scale the portions based on your guest count, or tie in a certain theme like football. Perhaps the main reason they have gained popularity is because they require zero culinary skills to assemble.



How to Create a Charcuterie Board:

The process is quite simple...

1. Choose a board, tray or platter to be your foundation. The shape is simply a matter of preference but do take into account the elements on your board
2. Choose your dishes to create structure on your board. These will be used for sauces or loose items. They don't need to match!
3. You must break your board up into categories, then choose ingredients for those categories that complement each other.



RUNNING LTO'S

LTO stands for Limited Time Offer.

For the operator an LTO is a great way to introduce new products to customers. A good item to use for an LTO would be a product that is new to the market. Many times, a new product to the market will also have a manufacturer coupon. Be sure to ask your sales representative for any new products or products that have a coupon running.

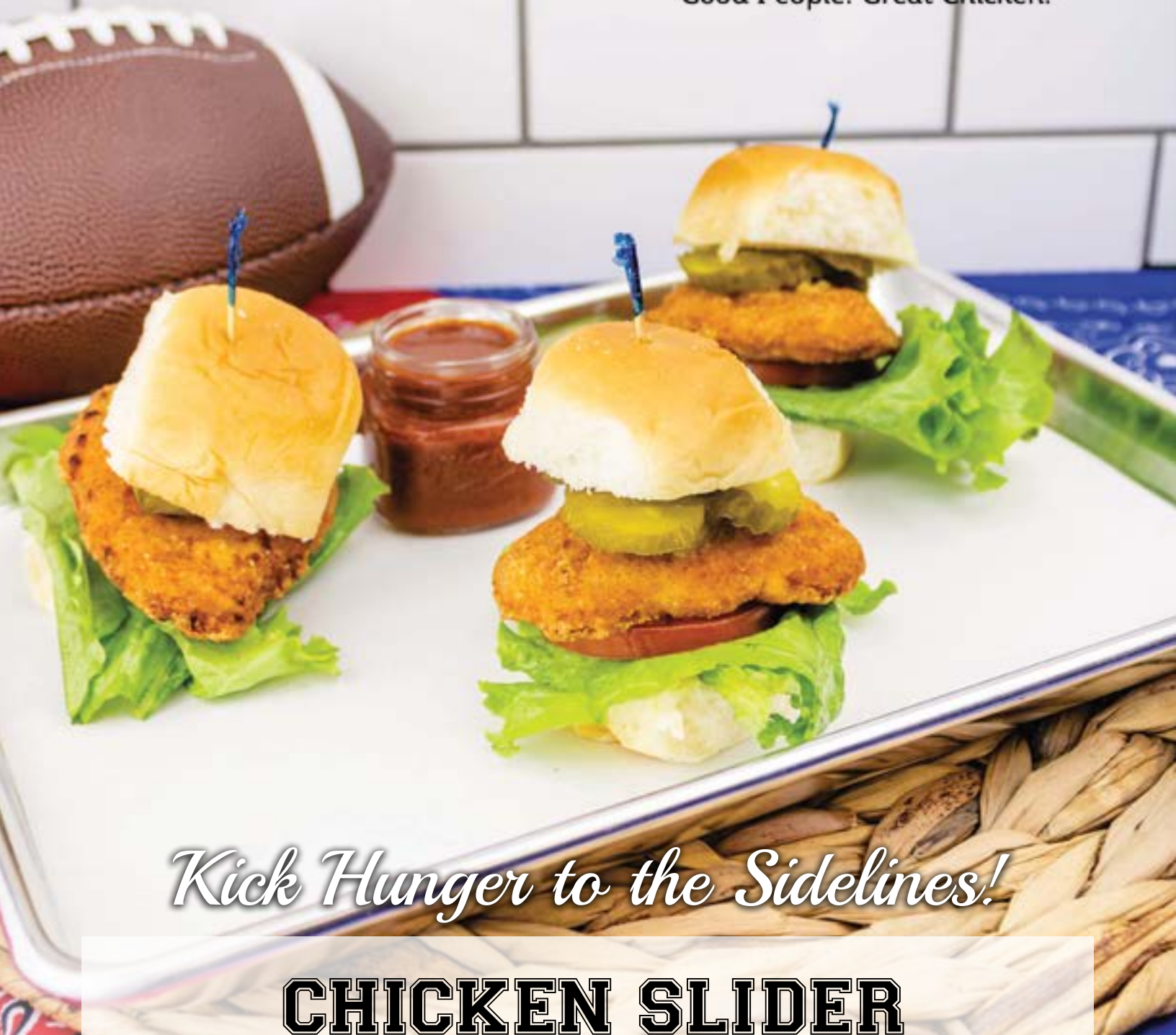
An operator can also base LTO's on whatever holiday or sports season is currently taking place. For example, during football season try a new chicken wing or a new slider. Purchase a couple of cases of the item and advertise it as an LTO. Once the product is gone the operator can determine if it was an item that the customers like and if it should be added to the menu.

An LTO benefits the customer by letting them try new products. Get your customer excited for game day or a holiday! Give the customers something to look forward to on their next visit.

In order for LTO's to be successful the operator has to make sure they are promoting it. Employees have to be sure the customers know there

is a limited time offer and what it is. A few good advertising options would be to have an LTO board at the front of the restaurant, post on social media pages, add LTO's to the website, and word of mouth from customers.

LTO's are a win-win to promote new items! The operator wins by trying out new items and the customer wins by getting to try them!



Kick Hunger to the Sidelines!

CHICKEN SLIDER

Chicken | MJK# 66446 | 67/2.4oz

Hawaiian Sweet Roll | MJK# 76702 | 10/24 ct

Una Bella Differenza®

Grand Slam!

MEATBALL SLIDER

Meatball | MJK# 64619 | 80/2oz

Hawaiian Sweet Roll | MJK# 76702 | 10/24 ct



Score with this!

SLOPPY JOE SLIDER

Sloppy Joe Beef | MJK# 69959 | 4/5lb Bags

Split Top Slider Roll | MJK# 75528 | 9/12 ct



J.T.M.[®]
FOOD GROUP



Baller of a Bite!

HAMBURGER SLIDER

Beef Patty | MJK# 64135 | 75/3.2oz

Split Top Slider Roll | MJK# 75528 | 9/12 ct



Different Kinds of SLIDERS

Support season is underway which means Superbowl, March Madness and Tailgate parties. Let us help you with mouth watering sliders everyone can munch on. Whether you're rooting for the Chicago Bears, the Houston Rockets or the Tennessee Volunteers, one of these recipes will be your new party favorite!

- **Chicago Slider**
sweet relish, chopped onion, ketchup, mustard and hot peppers
- **Tough Texan Slider**
hot sauce, dried red peppers, cheddar cheese & BBQ sauce
- **Chili Slider**
homemade chili and shredded cheddar cheese
- **Hot Chicken Slider**
Swiss cheese, pickle, Nashville Hot Sauce
- **Fish Sliders**
crunchy slaw and mayonnaise
- **Philly Cheesesteak Sliders**
sauteed green peppers and onions, provolone cheese
- **Cajun Burger Slider**
season beef patty with cajun seasoning, top with jalapeno cheese and pico de gallo
- **Cowboy Burger Slider**
grilled mushrooms, grilled onion, bacon and Monterey Jack cheese
- **Tropical Chicken Slider**
grilled pineapple, papaya, melted pepper jack cheese and mango chili glaze

PRE-GAME ESSENTIALS

Four Cheese Breaded Ravioli | MJK# 60613

Four Cheese Risotto Bite | MJK# 61619





Louisa Charcuterie

- Four Cheese Breaded Ravioli: MJK# 60613
- Breaded Jalapeno Mac N' Cheese Bite: MJK# 61061
- Breaded Meat Cannelloni Bite: MJK# 61602
- Breaded Southwest Chicken Bite: MJK# 61604
- Four Cheese Risotto Bite: MJK# 61619
- Breaded Buffalo Chicken Ravioli: MJK# 61628



**WE DESIGN TABLE
TENTS & POSTERS**

