



NEW Turkey Thigh Pot Roast
hearty. homestyle. wholesome.



Italian Pot Roast & Potatoes

Serving Suggestion

**fantastic flavor with
70% less fat than beef pot roast***

* Comparison based on USDA data for beef pot roast



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Industry experts predict 2005's hottest foods to be healthier with less fat and fewer calories. Plus, hearty comfort foods remain popular with patrons.¹ New Hillshire Farm® Turkey Thigh Pot Roast delivers succulent flavor without all the fat so you can satisfy patrons looking for more nutritious alternatives to their homestyle favorites.

FEATURES	BENEFITS
<ul style="list-style-type: none"> • Lean with less fat & fewer calories than beef pot roast • Made of whole muscle turkey thigh meat—the best dark meat • Oven-roasted with savory seasonings & packaged with au jus • Easy to heat & serve in a convenient 6-lb. size 	<ul style="list-style-type: none"> • A new menu option for health-conscious patrons • Premium-quality for tender texture & traditional pot roast appearance • Homestyle flavor in a variety of entree & sandwich applications • Saves time & labor; minimizes waste



Southwest Pot Roast Sandwich

more options, more profits.

	Southwest Pot Roast Sandwich	Italian Pot Roast & Potatoes
Menu Price	\$5.29	\$6.99
Food Cost	\$1.38	\$1.92
Profit/Sale	\$3.91	\$5.07
Average Over	72% Profit/Sale	

more benefits to enjoy.

	Beef Pot Roast*	Turkey Thigh Pot Roast	Benefit
Total Fat	15g	4.5g	70% LESS
Saturated Fat	6g	1.5g	75% LESS
Calories	240	100	58% LESS

* Comparison based on USDA data for beef pot roast
All information per 3 oz. serving.

Visit www.hillshire.com

for easy recipes & more nutritional information

Code	Product	Case Pack	Case Wt. (lbs.)	Case Dimensions (Inches) D x W x H	Case Cube	Ship	Shelf Life (Days)
12198	HILLSHIRE FARM® PREMIUM TURKEY Turkey Thigh Pot Roast	2	12	16.94" x 10.5" x 6"	.618	FRZ	365

HEATING INSTRUCTIONS:

1. Place the frozen roast in a cooler for 2 days to thaw, or fully submerge the frozen roast in cold water to thaw overnight.
2. Open bag, place thawed meat and juice in a pan, cover the pan with foil.
3. Heat in a 350°F oven for about 45 minutes or until the internal temperature reaches at least 140°F.



COMPLETELY CUSTOMIZABLE MERCHANDISING MATERIALS

- FREE tailor-made table tents, danglers, posters and more.
- Contact your local Sara Lee representative for details.



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For more information, call 1-800-682-SARA (7272)

¹ NRA SmartBrief, 12/16/04

