



TWICE THE FLAVOR.
TWICE THE FUN.
TWICE THE BRAND POWER.



TWIN CHILI CHEESE DOGS

from the family of SaraLee
FOODSERVICE

TEAM UP WITH TWO TRUSTED BRANDS



Ball Park® hot dogs and Bryan® chili put a new twist on an American classic. The “Double Play” features America’s favorite hot dog — made from quality beef, pork and turkey with no fillers — smothered in real chili and American cheese for a taste that makes fans scream. Twice the flavor and twice the fun, “Double Play” Chili Cheese Dogs from Ball Park and Bryan are a hit!



BALL PARK IS THE #1 SELLING HOT DOG,¹ AND BRYAN IS A FAVORITE IN SOUTHEAST U.S.!

FEATURES	BENEFITS
<ul style="list-style-type: none"> • Two leading brands patrons know and trust. • Premium three-meat hot dogs, real chili and American cheese. • New eye-catching, attractive packaging. • Convenient, microwavable tray. 	<ul style="list-style-type: none"> • Featuring brands on your menu can increase sales by 10%.² • Patrons prefer the delicious taste of quality, real ingredients. • Easier to read in vending machines. • Makes preparing and eating easier, with less mess!

Code	UPC	Product	Unit Wt. (oz.)	Case Pack	Case Wt. (lbs.)	Case Dimensions (Inches) D x W x H	Ship	Frozen Shelf Life (Days)
10081	5450010081	TWIN CHILI CHEESE DOG	8.2	8	4.1	10.5 x 9 x 4.5	FRZ	120

HEATING INSTRUCTIONS (also on package):

1. Remove film from tray 2. Heat in 1000-watt microwave for approximately 90 seconds (to 165°F)

Nobody Doesn't Like Sara Lee.®

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

 www.saraleefoodservice.com

¹IRI Panel Data for 52 weeks ending 06/01/03
²2004 Product & Evaluation Brand Power Assessment