High in protein.
High in convenience.
High in profits.

EVERYTHING YOU NEED.™

MICHAEL FOODS INC.

Peeled and unpeeled varieties!

Two ways to give customers grab-and-go goodness!

Today's consumers are grab-and-go consumers. They're looking for good taste and portability, and better-for-you options they can enjoy any time of the day. That's why you should consider offering Hard Cooked Eggs from All Day Café.

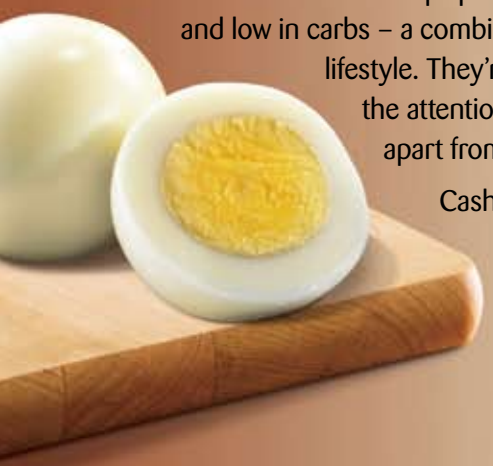
- Nearly 9 out of 10 Americans think eating healthy is important, and 2010 will see a sharp increase in good-for-you food and drink.*
- 65% of consumers surveyed say that grabbing a to-go breakfast is more convenient than eating at home.**
- Convenient, versatile, and ready-to-eat foods will be a key motivator in what, how, and where Americans eat over the next decade.†

Our shell-on Hard Cooked Eggs come in a pack of two, along with handy packets of salt and pepper. Thanks to a natural coating that seals the eggs to preserve freshness, they have a shelf life of 75 days.

For your customers who are really in a hurry, our Hard Boiled Eggs are already peeled and come in a two-pack. Their shelf life is 70 days.

Both varieties contain top-quality eggs that are naturally high in protein and low in carbs – a combination that fits perfectly into a wellness lifestyle. They're portable, convenient, and tasty! Plus, the attention-getting upscale packaging sets them apart from the competition.

Cash in on the convenience with All Day Café Hard Cooked and Hard Boiled eggs!



PEELED HARD BOILED EGGS
Tray Size: 3 7/8" W, 3 1/2" H, 11 1/2" D
(#65204)

HARD COOKED EGGS WITH SHELL
Tray Size: 4 9/16" W, 2 7/16" H, 15 9/16" D
(#65205)

Great grab-and-go food. Great grab-and-go profits.

CODE	DESCRIPTION	PACK SIZE	NET WT	GROSS WT	CASE CUBE	CASE/PALLET
46025-65204	Peeled Hard Boiled Eggs	16/2 Pack, (2 - 8 ct. Trays)	3.2 lbs.	4.2 lbs.	.26 ft.^{3}	272 (17 x 16)
46025-65205	Hard Cooked Eggs w/Shell	16/2 Pack, (2 - 8 ct. Trays)	3.6 lbs.	4.7 lbs.	.27 ft.^{3}	276 (12 x 23)

Refrigerated shelf life of All Day Café Peeled Hard Boiled Eggs is 70 days. Refrigerated shelf life for All Day Café Hard Cooked Eggs is 75 days.
Best used within 5 days of opening. Store product between 33°- 40°F. DO NOT FREEZE.

For ordering, information, or customer service assistance:
1-800-328-5474 or www.alldaycafe.com

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** Mintel Menu Insights, "Restaurant menus to focus on quality, not just cost, in 2010," 11/2009*
*** Technomic, "Opportunities in the Away-from-Home Breakfast Daypart," 2008*
† NPD, "A Look at the Future of Eating," 1/2010

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