



TABLE READY® EGG WHITES



Healthier. More Convenient. More Profitable.



EVERYTHING YOU NEED.™



HEALTHIER OPTIONS JUST GOT A LOT MORE CONVENIENT.



It's a more health-conscious world. Today's patrons want "better-for-you" options, but aren't willing to sacrifice taste to get them. In short, they want it all.

Table Ready Egg Whites deliver.

For patrons, all the health benefits they're looking for. For you, total convenience. Pre-portioned and precooked for consistent taste and appearance, just heat them and serve.

Plus, you get all the benefits Papetti's extensive line of eggs is known for...benefits unmatched by any other brand.

MADE WITH REAL EGG WHITES. No egg substitutes or chemicals here. Table Ready Egg Whites are made with wholesome, real eggs.

SAFETY. Table Ready Egg whites are ultra-pasteurized, so they're free of all pathogens, including E. coli, salmonella, and listeria.

CONSISTENCY. Shell eggs can vary greatly in size. But Papetti's egg products are always consistent, so you get the same high quality eggs, case after case, to better plan your budget, month after month.

It all adds up to more opportunities to enhance your menu. Which means more success and profitability for you.



YOUR CUSTOMERS ARE THINKING "HEALTHY."

"Healthier" is on the menu because it's on patrons' minds:

- The number of products a person consumes in a day that have "health benefit" labeling grew from 1.77 in 2000, to 2.57 in 2009³
- Americans are changing their attitudes about weight control by eating foods that have better-for-you labels²
- Restaurant chains have discovered they need to add more healthful morning menu offerings, including omelets made with egg whites¹
- Even hotels have seen the light, as they find more guests requesting items such as vegetable frittatas for morning meals¹

¹ Source: Nation's Restaurant News online, August 7, 2007

² Source: Technomic June Consumer Survey

³ Source: Nation's Restaurant News online, March 8, 2010

Patrons not only want healthy options, they want taste options. Serve any of our four egg white products as-is, or as the foundation of bold and signature new "lite" menu items.

EGG WHITE PATTY

Ideal for patrons who are looking for a healthier breakfast or take-along snack and just right for any under-the-bun application.

GARDEN VEGETABLE EGG WHITE PATTY

A delicious combination of Roma tomatoes, spinach, and basil. Real visual appeal!

TWO CHEESE EGG WHITE PATTY

A succulent blend of creamy Monterey Jack and tangy Parmesan cheeses.

PLAIN EGG WHITE OMELET

Made with wholesome, pure egg whites. Perfect by itself or use it as the basis of a healthy, signature dish.



EGG WHITE PRODUCT SPECIFICATIONS

CODE	DESCRIPTION	Pack Size	Net Weight	Gross Weight	Case Cube	Cases/Pallets
46025-70200	3.5" Puffed Egg White Patty	160/1.75 oz.	17.50 lbs.	18.92 lbs.	.78 ft.3	108 (12 x 9)
46025-70601	3.5" Garden Vegetable Egg White Patty	160/1.5 oz.	15.00 lbs.	16.58 lbs.	.78 ft.3	108 (12 x 9)
46025-70600	3.5" Two Cheese Egg White Patty	160/1.5 oz.	15.00 lbs.	16.58 lbs.	.78 ft.3	108 (12 x 9)
46025-76001	6" Unfolded Egg White Omelet	50/3.5 oz.	10.93 lbs.	11.62 lbs.	.45 ft.3	160 (16 x 10)

Frozen Shelf Life: One year.



Egg White Omelet

EXPLORE BEYOND BREAKFAST... PROFITABILITY AROUND THE CLOCK.

Explore Beyond Breakfast is an exclusive program to Michael Foods that lets you create smart, profitable menu applications built around today's trends and quality Papetti's egg products.





We're partnering with you, to help you in three important ways:

- **Menu engineering and SKU management** that let you profitably menu our products in any daypart, fill in any menu gaps, and control food costs.
- **On-trend recipes** that will generate traffic and repeat business, yet are easy and profitable to make.
- **Customizable merchandising** materials including attention-getting counter cards, table tents, and menu clips.

To learn more ways Michael Foods can help you succeed, visit www.explorebeyondbreakfast.com and start making eggs more interesting, more versatile, and more profitable.



<p>EASY EGGS® ESL LIQUID EGGS</p>  <ul style="list-style-type: none"> • Whole eggs • Scramble mixes • Egg yolks • Egg whites • Quiche mix 	<p>TABLE READY®</p>  <ul style="list-style-type: none"> • Square and round egg patties • Omelets • French toast • Scrambled eggs • Hard cooked eggs • Diced eggs
<p>FROZE'N READY® FROZEN LIQUID EGGS</p>  <ul style="list-style-type: none"> • Whole eggs • Scramble mixes • Egg yolks • Egg whites 	<p>BETTER'N EGGS®</p>  <ul style="list-style-type: none"> • Low cholesterol/low fat eggs • No cholesterol/no fat eggs

For ordering, information,
or customer service assistance, call: 1-800-328-5474.
Or visit www.michaelfoods.com.

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**MICHAEL
FOODS** INC.