

# The Max<sup>®</sup> Whole Grain Fiesta Redemption Form

Receive a \$20 rebate or \$20 gift card for every 5 cases purchased of qualified products\*.

I prefer (check one only):  \$20 Rebate  \$20 Gift Card

Just complete this redemption form by indicating the amount of cases of qualified products you purchased between the months of April and May of 2011 and mail or fax this form and proof of purchase (velocity reports, invoices, etc.) to:

**ConAgra Foods, Whole Grain Fiesta, P.O. Box 2025, Brownsdale, MN 55918 or Fax to 1-507-567-2526.**

GFS Reorder Number	Featured Products	Servings per case	Quantity of Cases	
			April 2011	May 2011
927310 <i>Special Order Item</i>	77387-12699 <b>Whole Grain Pizza Quesadilla Cheese</b>	96		
997630 <i>Special Order Item</i>	77387-12700 <b>Whole Grain Pizza Quesadilla Chicken</b>	96		
<b>NEW!</b> 109554	77387-12715 <b>Whole Grain Pizza Quesadilla Beef</b>	96		
624010	77387-12623 <b>Whole Grain Southwest Real Slice Pizza</b>	96		
969734 <i>Special Order Item</i>	77387-12658 <b>MaxSnax Whole Grain Con Queso</b>	96-3**		
107201	77387-12714 <b>MaxSnax Whole Grain Totally Taco</b>	96-3**		
680520	77387-12646 <b>Whole Grain Chili Cheese MaxWrap</b>	60**		
<b>TOTAL YOUR REBATE HERE:</b>		Cases Ordered ÷ 5	x \$20 = Total Amount of Rebate	\$
<b>TOTAL YOUR GIFT CARDS HERE:</b>		Cases Ordered ÷ 5	x 1 = Total Amount of Gift Cards	

**All rebate or reward requests and documentation must be faxed or postmarked by June 30, 2011 in order to receive rebate or reward. Use this form only. Please allow 4-6 weeks for rebate or reward.**

\*Eligible items may be purchased at any time between the months of April and May of 2011. A minimum purchase of 5 cases is required, with a maximum rebate of \$1000 per item.  
\*\*Filled by weight. Case pack size is approximate.

School District Name: \_\_\_\_\_ ADP: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: GFS Shepherdsville \_\_\_\_\_

Distributor: \_\_\_\_\_

Broker: \_\_\_\_\_

For more information call:

**1-800-357-6543**

**FAX FORM TO: 1-507-567-2526**

**HSM**

# Hall-Sego Marketing



## **KEDC PRESENTATION School Products that Play by the Rules**

For additional information, contact:

Shawnalee Smith, School Nutrition Specialist  
SNA Certified, Level 3  
Hall-Sego Marketing  
7221 Vaughn Mill Road  
Louisville, Kentucky 40228

ShawnaleeS@HallSegoMarketing.com  
Phone 1.800.868.4255 Fax 502.239.3649  
Cell 502.930.8960  
www.HallSegoMarketing.com

 = Whole Grain Items



# Whole Grain Items for Schools

GFS #	Description	Pack	Pack	Manuf #	NOI?
<b>ConAgra The Max</b>					
437430	REAL SLICE Cheese Pizza (Wedge) - Whole Grain	2M-2B-1/8V	96/4.67oz	12680	NOI
437440	REAL SLICE Pepperoni Pizza (Wedge) - Whole Grain	2M-2B-1/8V	96/4.67oz	12681	NOI
624010	REAL SLICE Southwest Pizza (Wedge) - Whole Grain	2M-2B	96/5.00oz	12623	NOI
437410	STUFFED CRUST Pepperoni Pizza (Wedge)-Whole Grain	2M-3.25B-1/72	5.75oz	12682	NOI
680511	TWISTED EDGE 100% Mozz Pizza - Whole Grain	2M-3.25B-1/72	5.90oz	12622	NOI
680533	TWISTED EDGE 3-Meat Combo Pizza - Whole Grain	2M-3.25B-1/72	6.00oz	12621	NOI
719010	TWISTED EDGE Rstd Chicken Sicilian - Whole Grain	2M-3.25B	72/5.60oz	12620	NOI
437400	DOUBLESTUFF Cheese Pizza - Whole Grain	2M-2B	96/3.74oz	12683	NOI
238240	DOUBLESTUFF Turkey Pepperoni Pizza - Whole Grain	2M-2B	96/3.74oz	12630	NOI
109554	PIZZA QUESADILLA, Beef - Whole Grain	2M-2.5B-1/8	96/5oz	12715	NOI
680520	MAX WRAPS Chili Cheese (Bulk) - Whole Grain	2M-2.25B	60/4.80oz	12646	NOI
107201	MAX SNAX Totally Taco Wedges (1 svg = 3 pc) - Whole Grain	2M-2B	288/1.36oz	12714	NOI
859520	LOADED POTATO STRIPS Whole Grain	1M-1B	192/1.93oz	12706	NOI
642230	MAX PANCAKES Cinnamon Glaze, Whole Grain IW 1.5oz	2B	80/2ct	04442	
973146	MAX PANCAKES Blueberry Glaze, Whole Grain IW 1.5oz	2B	80/2ct	04443	
<b>ConAgra The Max (**Special Order Items**)</b>					
863140	BREAKFAST PIZZA Whole Grain 3"x4" Turkey Sausage (1.5B 1M)		192/2.66oz	12708	NOI
789300	DOUBLESTUFF Sausage & Gravy - Whole Grain (1M 1.5Br)		96/3.05oz	12811	NOI
927310	PIZZA QUESADILLA Whole Grain Cheese (2.5B 2M 1/8cV)		96/5.00oz	12699	NOI
997630	PIZZA QUESADILLA Whole Grain Chicken & Cheese (2.25B 2M 1/8cV)		96/5.00oz	12700	NOI
789310	MAX STIX, Mozzarella Stuffed Breadsticks 5" Whole Grain (1M 1Br)		192/1.93oz	12685	NOI
<b>Sunny Fresh</b>					
835610	SUNNY FRESH Whole Grain Cinn Glazed French Toast	1M 2B	120/3.25oz	40070	NOI

 = Whole Grain



# Sodium Smart Items for Schools

GFS #	Description	Pack	Manuf #	NOI?	
<b>Angela Mia Sauce</b>					
<i>Angela Mia offers foodservice operators a full line of quality tomato products and sauces. Every Angela Mia tomato is 100% California grown and goes from vine to can in a matter of hours.</i>					
267400	* ANGELA MIA No Salt Added Spaghetti Sauce Pouch (170 mg/serving compared to 500-600 mg/svg)	6/104 oz	39115		
827614	ANGELA MIA Diced Tomatoes in Juice No Salt Added (35mg/serving compared to 300-400mg/serving)	6/#10	38067		
<b>LeGout Soup Base (Low Sodium)</b>					
<i>LeGout Low Sodium Bases have an average of 110 mg/serving compared to an estimated 800-1,100mg/serving of most traditional bases. Do you use bases to start soups or flavor vegetables? This is an easy way to maintain flavor while significantly reducing sodium. (Shelf Stable, Refrigerate After Opening)</i>					
130885	* LEGOUT Beef Base, Low Sodium (Meat 1st Ingred, 0 Trans Fat)	12-1#	75851		
159751	* LEGOUT Chicken Base - No Salt	12-1#	87630		
130869	LEGOUT Chicken Base, Low Sodium, (Meat 1st Ingred, Gluten Free, 0 Trans Fat)	12-1#	75850		
157686	* LEGOUT Vegetable Base, Low Sodium (Gluten Free, 0 Trans Fat, Lacto-Vegetarian)	12-1#	76027		
<b>Ham</b>					
118041	FARMLAND Gold Medal 97% Fat Free Extra Lean Lower Sodium Smoked Ham (less than half the sodium)	430mg/2oz 2-11# avg	129870		
<b>Margarine / Spreads</b>					
607509	* FLEISCHMANS Unsalted Margarine Solid	18/1 lb	01837		
<b>Pizza</b>					
<i>While entrée manufacturers work toward lowering the sodium in School Pizza items, highlighted below are those already at 700 mg or less per serving</i>					
148067	MAX STIX, Mozzarella Stuffed Breadsticks 5" (1M 1Br)	370mg	192/1.93oz	12439	NOI
733250	TWISTED STIX - 100% Mozzarella (Bag in Case) (1M 2 Br)	480mg	96/3oz	12694	NOI
110470	* LUNCH A ROUND 5" Individual Cheese Pizza (2M 2.75Br 1/8cV)	700 mg	60/5.43oz	12514	NOI
107201	MAX SNAX Totally Taco Wedges (1svg=3pc) - Whole Grain (2M 2Br)	690mg	288/1.36oz	12714	NOI
680520	* MAX WRAPS Chili Cheese (Bulk) - Whole Grain (2M 2.25Br)	670mg	60/4.80oz	12646	NOI
437400	DOUBLESTUFF Cheese Pizza - Whole Grain (2M 2Br)	550mg	96/3.74oz	12683	NOI
238240	* DOUBLESTUFF Turkey Pepperoni Pizza - Whole Grain (2M 2Br)	580mg	96/3.74oz	12630	NOI
340351	BREAKFAST PIZZAZ Sausage Pizza 2x6 (1M 1Br)	480mg	192/2.44oz	12562	NOI
<b>Pancakes</b>					
642230	MAX PANCAKES Cinnamon Glaze, Whole Grain IW	260mg	80/2ct	04442	
973146	MAX PANCAKES Blueberry Glaze, Whole Grain IW	270mg	80/2ct	04443	
<b>Sweet Potatoes</b>					
353870	* SWEET THINGS Mashed Sweetened Sweet Potatoes	22mg	12/2.0#	M0007	NOI
767650	* SWEET THINGS Sweet Potato Slim Crinkle Cut Fries	85mg	5/3.0#	L0084	NOI
799700	* SWEET THINGS Sweet Potato Slim Crisscut Fries	132mg	5/3.0#	L0090	NOI
872570	SWEET THINGS Sweet Potato Mini Tater Puff <<NEW>>	206mg	5/3.0#	L0094	NOI
113922	SWEET THINGS Sweet Potato Vanilla Sugar Fries	149mg	6/2.5#	L0089	NOI
874640	SWEET THINGS Sweet Potato Julienne Fries (Deep Fry)	154mg	6/2.5#	L0095	NOI
238310	SWEET THINGS Sweet Potato Platter Fries	78mg	6/2.5#	L8100	NOI
<b>Potatoes</b>					
444539	GENERATION 7 FRIES - 1/2" Crinkle Cut Concertinas	115mg	6/4.5#	X14	NOI



## Sodium Smart Items for Schools

GFS #	Description		Pack	Manuf #	NOI?
821128	GENERATION 7 FRIES - 1/2" Colossal Crinkle Cut	165mg	6/4.5#	X15	NOI
834696	GENERATION 7 FRIES - 5/16" Thin Regular Cut	144mg	6/4.0#	X12	NOI
155403	* GENERATION 7 FRIES - 3/8" Regular Cut Skin-On	140mg	6/4.5#	X23	NOI
614122	STEALTH FRIES - 1/4" Shoestring	225mg	6/4.5#	S34	NOI
741299	STEALTH NATURAL FRIES - 3/8" Regular Cut, Skin-On	198mg	6/5.0#	S19	NOI
516112	SEASONED FRIES - 3/8" Regular Cut, Original Recipe	227mg	6/5.0#	B91	NOI
547115	SEASONED FRIES - 3/8" Reg Cut, Orig Rec Crispy Coat	198mg	6/5.0#	C28	NOI
574902	SEASONED WEDGES - Western Spicy Petite TaterBabies	163mg	6/5.0#	24298	NOI
183860	LAMB'S NATURAL Skin-On Fries, 1/3" Twister (Fryable)	19mg	6/5.0#	C0077	NOI
183850	* LAMB'S NATURAL Skin-On Fries, 1/4" Twister (Ovenable)	13mg	6/5.0#	C0084	NOI
286010	LAMB'S NATURAL Skin-On Chips, Sliced Chips 3/32"	76mg	6/5.0#	30H	NOI
310131	LAMB'S NATURAL Cut Skin-On CrissCut	11mg	6/4.5#	P55	NOI
574783	RUS ETTES Spud Skin Natural Cut Skin-On Wedges - 8/cut	40mg	6/5.0#	02126	
457647	LAMB'S NATURAL MunchSkins, Potato Skin Boats (12-13/lb)	15mg	4/4.0#	22D	
270232	* LAMB'S NATURAL Bkd Potato Skins Fat Free (12-13/lb) (non par-fried)	4mg	200 ct	22G	
755249	PRIVATE RESERVE Skin-Off Potato Diner Slices	48mg	6/3.0#	S88	
310549	LAMB'S SUPREME 3/8" Regular Cut Long Fries	31mg	6/5.0#	B36	
475866	LAMB'S SUPREME 5/16" Regular Cut Extra Long Fries	16mg	6/5.0#	C55	NOI
335193	CANOLA QUICK 1/4" Canola Shoestring Fries Oven	18mg	6/4.0#	23C	NOI
265624	LAMB'S SUPREME 1/4" Shoestring Hi-Fries Extra Long	16mg	6/4.5#	A01	NOI
314005	CANOLA QUICK 3/8" Crinkle Cut Fries Thin Conc Oven	17mg	6/4.0#	23L	NOI
293261	TATER VALLEY 1/2" Crinkle Cut Fries, Oven	18mg	6/5.0#	C22	NOI
416495	LAMB'S SUPREME 1/2" Crinkle Concertina Deep V" Fries	21mg	6/4.5#	E11	
265764	LAMB'S SUPREME 3/8 x 3/4+C5" Steak Fries	19mg	6/5.0#	E02	NOI
444778	LAMB TIME SAVOR SuperSlices (Oval Slices)	13mg	6/3.0#	H89	NOI
265586	LAMB Sliced Potatoes, Natural Skin-On 3/8"	15mg	6/5.0#	B09	NOI
254762	LAMB Potato Pancakes (Formed Patty) 2oz	174mg	6/3.0#	02496	

### Pizza (\*\*\*Special Order Items\*\*\*)

863140	BREAKFAST PIZZA Whole Grain 3"x4" Turkey Sausage (1.5B 1M)	440mg	192/2.66oz	12708	NOI
789300	DOUBLESTUFF Sausage & Gravy - Whole Grain (1M 1.5Br)	550mg	96/3.05oz	12811	NOI
789310	MAX STIX, Mozzarella Stuffed Breadsticks 5" Whole Grain (1M 1Br)	410mg	192/1.93oz	12685	NOI

= Whole Grain Items





# Breakfast Items for Schools

GFS #	Description	Pack	Pack	Manuf #	NOI?
<b>Biscuits</b>					
451740	BRIDGFORD Old South 3" Rnd Buttermilk Biscuits Baked	1=2.0 Br	100/2.25oz	6185	
862568	BRIDGFORD 3.25" Rnd Buttermilk Biscuits Par-Bkd	1=2.5 Br	100/2.85oz	6191	
<b>French Toast</b>					
835610	SUNNY FRESH Whole Grain Cinn Glazed French Toast	1M 2B	120/3.25oz	40070	NOI
<b>Pancakes</b>					
642230	MAX PANCAKES Cinnamon Glaze, Whole Grain IW 1.5oz	2B	80/2ct	04442	
973146	MAX PANCAKES Blueberry Glaze, Whole Grain IW 1.5oz	2B	80/2ct	04443	
<b>Sweets</b>					
395322	HOLLY RIDGE, Bakeable Square S'Mores	.75B	96/1.8 oz	19501	
449967	FLOWERS BAKERY Honey Buns		36/3.00 oz	67070590	
450080	FLOWERS BAKERY Dunkin Stix Doughnuts		100/1.33 oz	67069770	
483040	FLOWERS BAKERY Pecan Spin Roll		105/1.30 oz	12458320	
<b>Breakfast Entrées</b>					
340351	BREAKFAST PIZZAZ Sausage Pizza 2x6	1M 1Br	192/2.44oz	12562	NOI
437400	MAX DoubleStuff Cheese Pizza - Whole Grain	2M-2B	96/3.74oz	12683	NOI
238240	MAX DoubleStuff Turkey Pepperoni Pizza - Whole Grain	2M-2B	96/3.74oz	12630	NOI
680520	MAX WRAPS Chili Cheese - Whole Grain (serve half piece)	2M-2.25B	60/4.80oz	12646	NOI
859520	MAX Loaded Potato Strips - Whole Grain	1M-1B	192/1.93oz	12706	NOI
148067	MAX STIX, Mozzarella Stuffed Breadsticks 5" (Spray with Butter Spray and Dust with Cinnamon Sugar for Breakfast)	1M-1B	192/1.93oz	12439	NOI
<b>Breakfast Meats</b>					
836761	* BOB EVANS Whole Hog Ckd Sknls Sausage Link 8/2.5#		228/0.7oz	4349	
513652	BOB EVANS Whole Hog Natl Cas Sausage Link 4/3lb		192/1.0oz	4304	
748048	BOB EVANS Fully Cooked Whole Hog Sausage Patty 1.5oz		106/1.5oz	4256	
513644	BOB EVANS Whole Hog Patty 4/3lb		144/1.3oz	4201	
568732	GFS 1.5oz Whole Hog Patty 12 lb		128/1.5oz	BE.4225	
568724	GFS 2.0oz Whole Hog Patty 12 lb		96/2.0oz	BE.4226	
568767	GFS 2.0oz Whole Hog Patty Expanded (Bun Size) 12 lb		96/2.0oz	BE.4227	
507342	GFS 1.0oz Whole Hog Casing Sausage Link 10 lb		160/1.0oz	BE.4319	
836753	* GFS Whole Hog Sausage Bulk, Tube (for Sausage Gravy/Patties)		5/2.0 lb	BE.4408	
<b>Ham</b>					
118041	FARMLAND Gold Medal 97% Fat Free Extra Lean Lower Sodium Smoked Ham (less than half the sodium)		2-11# avg	129870	
140228	* GFS SLICED HAM 3" for Pizza or Biscuits, Lean Ham, Water Added, Vacuum Packed (64/lb)		4/2.5 lb	FL.140220	
199834	GFS DICED HAM Hickory Smoked Water Added 1/4"		3/4 lb	FL.199830	
257281	GFS HAM PATTY Fully Cooked 2oz		1/15 lb	FL.257287	
757845	* GFS SLICED HAM Smoked 5" Round 1.6oz		2/5 lb	FL.757840	
685837	GFS SLICED HAM Spiral Smoked Honey Ham		2/8.5 lb avg	FL.685830	
294187	GFS SLICED HAM Mini Buffet 1/2oz		4/2.5 lb	FL.294180	



# Breakfast Items for Schools

GFS #	Description	Pack	Pack	Manuf #	NOI?
<b>Gravy</b>					
511781	SPRING CREEK FARMS Traditional Sausage Gravy (White)		6/5 lb	4729	
511773	BOB EVANS Original Whole Hog Sausage Gravy (Tan)		10/2 lb	4736	
<b>Sweet Potatoes</b>					
767650	* SWEET THINGS Sweet Potato Slim Crinkle Cut Fries		5/3.0#	L0084	NOI
872570	SWEET THINGS Sweet Potato Mini Tater Puff <NEW>		5/3.0#	L0094	NOI
<b>Potatoes</b>					
504122	SEASONED CUBES - Crispy Hashbrown Cubes		6/6.0#	A28	NOI
744107	PRIVATE RESRV Skin-On Hashbrown Breakfast Cubes		6/6.0#	32N	NOI
265659	LAMB'S SUPREME Hash Brown Tri-Patties (Formed Triangle Patty) 2oz		6/5.0#	B03	NOI
551775	LAMB'S SUPREME Home Browns (Formed Oval Patty) Lt Seas 2.25oz (Printed Tray)		12/20ct	F90	NOI
242241	LAMB'S SUPREME Fast Browns (Formed Rect Patty) 2.5oz		6/3.5#	B27	NOI
233404	LAMB'S SUPREME Tater Puffs (Formed Tots) 52/lb		6/5.0#	H30	NOI
265632	LAMB'S SUPREME Tater Rounds (Formed Coin Tots)		6/5.0#	A26	NOI
233101	LAMB'S SUPREME Starz (Star Shaped Formed Tots) 45/lb		6/5.0#	S0026	NOI
225533	LAMB Mini Potato Pancakes .67 oz, 24/lb		6/3.0#	K39	NOI
254762	LAMB Potato Pancakes (Formed Patty) 2oz		6/3.0#	02496	
<b>Condiments</b>					
462608	PROMISE Margarine Spread Cup (Low Fat, Cholesterol Free)		600-5gm	18200	
514667	* PAM Liquid Trigger Pan Coating		6/15.5oz	63110	
423470	* PARKAY Margarine Spread PC Cups		900 5 gr	57210	
425405	COUNTRY CROCK Honey Margarine Spread Cup		432-10gm	35110	
425421	COUNTRY CROCK Cinnamon Margarine Spread Cup		432-10gm	73073	
<b>Breakfast Burrito Ingredients</b>					
293962	GRAN SAZON Refried Beans		6/#10	CA.29396	
837830	* GRAN SAZON Burrito Sauce		6/#10	CA.83783	
<b>Breakfast Entrées (***)Special Order Items(***)</b>					
863140	BREAKFAST PIZZA Whole Grain 3"x4" Turkey Saus	1.5B 1M	192/2.66oz	12708	NOI
789300	DOUBLESTUFF Sausage & Gravy - Whole Grain	1M 1.5B	96/3.05oz	12811	NOI
789310	MAX STIX, Mozzarella Stuffed Breadsticks 5" Whole Grain (1M 1Br)		192/1.93oz	12685	NOI

 = Whole Grain



# Vegetables for Schools

GFS #	Description	Pack	Pack	Manuf #	NOI?
<b>Frozen Vegetable Blends</b>					
473324	LA CHOY Asian Stir-Fry Vegetable Blend (Broccoli, Red Peppers, Carrots, Water Chestnuts, Straw Mushrooms, Pea Pods)		6/2 lb	53983	
<b>Sweet Potatoes</b>					
353870	* SWEET THINGS Mashed Sweetened Sweet Potatoes		12/2.0#	M0007	NOI
767650	* SWEET THINGS Sweet Potato Slim Crinkle Cut Fries		5/3.0#	L0084	NOI
799700	* SWEET THINGS Sweet Potato Slim Crisscut Fries		5/3.0#	L0090	NOI
872570	SWEET THINGS Sweet Potato Mini Tater Puff <<NEW>>		5/3.0#	L0094	NOI
113922	SWEET THINGS Sweet Potato Vanilla Sugar Fries		6/2.5#	L0089	NOI
874640	SWEET THINGS Sweet Potato Julienne Fries (Deep Fry)		6/2.5#	L0095	NOI
238310	SWEET THINGS Sweet Potato Platter Fries		6/2.5#	L8100	NOI
<b>Tomatoes</b>					
444545	ANGELA MIA Extra Heavy Pizza Sauce 104 oz		6/#10	38867	
373800	ANGELA MIA Fully Prepared Pizza Sauce		6/#10	38866	
578930	* ANGELA MIA Bella Romana Sauce		6/#10	39185	
360730	ANGELA MIA Marinara Sauce 104 oz		6/#10	39125	
315494	ANGELA MIA Spaghetti Sauce with Tomato Bits 104 oz		6/#10	42201	
267400	* ANGELA MIA No Salt Added Spaghetti Sauce Pouch 104oz		6/104 oz	39115	
444642	* ANGELA MIA Whole Peeled Tomatoes		6/#10	38018	
128058	* ANGELA MIA Stewed Tomatoes		6/#10	37923	
360710	ANGELA MIA Diced Tomatoes in Juice		6/#10	37854	
827614	ANGELA MIA Diced Tomatoes in Juice No Salt Added		6/#10	38067	
444588	ANGELA MIA Crushed Tomatoes 102 oz		6/#10	38064	
670898	FRUTTA DI ORTO Marinara Sauce		6/#10	00880	





# Trends in School Foodservice

GFS #	Description	Pack	Pack	Manuf #	NOI?
<b>Fresh Baked Breadsticks &amp; Rolls (Proof &amp; Bake)</b>					
451666	BRIDGFORD Parkerhouse White Yeast Roll Dough	1=1.0 Br	240/1.00 oz	6198	
451708	BRIDGFORD White Ranch Yeast Roll Dough	1=1.5 Br	240/1.50 oz	6150	
465013	BRIDGFORD Sweet Yeast Steak House Roll Dough	1=2.25 Br	150/2.40 oz	6765	
421560	BRIDGFORD Cheesy Garlic Bread Stick Dough	1=.75 Br	360/1.00 oz	6785	
<b>Asian Cuisine</b>					
473324	LA CHOY Asian Stir-Fry Vegetable Blend (Broccoli, Red Peppers, Carrots, Water Chestnuts, Straw Mushrooms, Pea Pods)		6/2 lb	53983	
242292	LA CHOY Sweet & Sour Sauce		4/1gal	12691	
358634	* LA CHOY Soy Sauce		4/1gal		
434264	LA CHOY Sliced Water Chestnuts		12/15oz	12651	
281743	* LA CHOY Whole Water Chestnuts		12/15oz	12652	
600989	* LA CHOY Rice Noodles		6/#10	12616	
124516	GFS Chow Mein Noodles 1.5# Can		6/#10	CA.12451	
124508	GFS Chop Suey Vegetables No MSG (Bean Sprouts, Celery, Mushrooms, Pimiento)		6/#10	CA.12450	
<b>Italian Cuisine</b>					
150975	Angela Mia Cheese Filled Tri-Color Tortellini Frozen		1/10 lb	20400	
444545	ANGELA MIA Extra Heavy Pizza Sauce 104 oz		6/#10	38867	
373800	ANGELA MIA Fully Prepared Pizza Sauce		6/#10	38866	
578930	* ANGELA MIA Bella Romana Sauce		6/#10	39185	
360730	ANGELA MIA Marinara Sauce 104 oz		6/#10	39125	
315494	ANGELA MIA Spaghetti Sauce with Tomato Bits 104 oz		6/#10	42201	
267400	* ANGELA MIA No Salt Added Spaghetti Sauce Pouch 104oz		6/104 oz	39115	
444642	* ANGELA MIA Whole Peeled Tomatoes		6/#10	38018	
128058	* ANGELA MIA Stewed Tomatoes		6/#10	37923	
360710	ANGELA MIA Diced Tomatoes in Juice		6/#10	37854	
827614	ANGELA MIA Diced Tomatoes in Juice No Salt Added		6/#10	38067	
444588	ANGELA MIA Crushed Tomatoes 102 oz		6/#10	38064	
670898	FRUTTA DI ORTO Marinara Sauce		6/#10	00880	
169196	KNORR Alfredo Pasta Sauce Mix		4-1#	75809	
<b>Caribbean &amp; Hispanic Cuisine</b>					
150398	KNORR Caribbean Jerk Marinade (RTU - 1/2 Gal Jugs)		4/64 oz	81663	
488135	KNORR Fajita Marinade (RTU - 1 Gal Jugs)		2/1 gal	81660	
293962	GRAN SAZON Refried Beans		6/#10	CA.29396	
837830	* GRAN SAZON Burrito Sauce		6/#10	CA.83783	
673990	* ROSARITA Diced Green Chiles		12/27oz	10765	
714803	AWARD Cheddar Cheese Sauce		6/#10	24190	
360710	ANGELA MIA Diced Tomatoes in Juice		6/#10	37854	
827614	ANGELA MIA Diced Tomatoes in Juice No Salt Added		6/#10	38067	
444588	ANGELA MIA Crushed Tomatoes 102 oz		6/#10	38064	
188190	PIZZA QUESADILLA, Cheese	2M-2B-1/8V	48/5oz	12531	NOI
188200	PIZZA QUESADILLA, Chicken & Cheese	2M-2B-1/8V	48/5oz	12532	NOI
109554	PIZZA QUESADILLA, Beef - Whole Grain	2M-2.5B-1/8	96/5oz	12715	NOI
680520	MAX WRAPS Chili Cheese (Bulk) - Whole Grain	2M-2.25B	60/4.80oz	12646	NOI
107201	MAX SNAX Totally Taco Wedges (1 svg = 3 pc) - Whole Grain	2M-2B	288/1.36oz	12714	NOI



# Trends in School Foodservice

GFS #	Description	Pack	Pack	Manuf #	NOI?
<b>Oven-Baked Fries (Hot &amp; Crispy ~ 6-8 minutes in the Oven)</b>					
While most of our Lamb Weston potato products can be either fried or baked, these were developed specifically for baking and are among the fastest in the industry!					
834696	GENERATION 7 FRIES - 5/16" Thin Regular Cut	ZTF	6/4.0#	X12	NOI
444539	GENERATION 7 FRIES - 1/2" Crinkle Cut Concertinas	ZTF	6/4.5#	X14	NOI
821128	GENERATION 7 FRIES - 1/2" Colossal Crinkle Cut	ZTF	6/4.5#	X15	NOI
155403	* GENERATION 7 FRIES - 3/8" Regular Cut Skin-On	ZTF	6/4.5#	X23	NOI
719927	STEALTH FRIES - 1/4" Shoestring (Ovenable)	ZTF	6/4.5#	S14	NOI



# After School/Summer Feeding Items for Schools

GFS #	Description	Pack	Manuf #	NOI?
<b>Snacks</b>				
162531	CURIOUS GEORGE Fruit Snacks	200/.9oz	26002	
274100	* HUNT'S Snack Pack Chocolate Pudding	12/4/3.5oz	55418	
274110	* HUNT'S Snack Pack Vanilla Pudding	12/4/3.5oz	55419	
129460	HUNT'S Juicy Gels Orange/Strawberry Gelatin Cup	12/4/3.5oz	41283	
395322	HOLLY RIDGE, Bakeable Square S'Mores	.75B 96/1.8 oz	19501	
<b>Portion Control Condiments</b>				
600377	HELLMAN'S Mayonnaise Packets	200-3/8oz	26537	
278380	* GULDEN'S Spicy Brown Mustard (PC Packets)	500/.32oz	87750	
<b>Individually Wrapped Items</b>				
642230	MAX PANCAKES Cinnamon Glaze, Whole Grain IW 1.5oz	2B 80/2ct	04442	
973146	MAX PANCAKES Blueberry Glaze, Whole Grain IW 1.5oz	2B 80/2ct	04443	
<b>Entrées Well-Suited for Travel</b>				
680520	MAX WRAPS Chili Cheese - Whole Grain (serve half piece)	2M-2.25B 60/4.80oz	12646	NOI
148067	MAX STIX, Mozzarella Stuffed Breadsticks 5"	1M-1B 192/1.93oz	12439	NOI
437400	MAX DoubleStuff Cheese Pizza - Whole Grain	2M-2B 96/3.74oz	12683	NOI
238240	MAX DoubleStuff Turkey Pepperoni Pizza - Whole Grain	2M-2B 96/3.74oz	12630	NOI

# Hall-Sego Marketing

## Website Directory

*Please visit the websites below for detailed product information, nutritional specifications, promotions and coupons - or contact Hall-Sego Marketing at 1.800.868.4255.*

Bob Evans	<a href="http://www.BobEvansFoodservice.com/FoodService">www.BobEvansFoodservice.com/FoodService</a>
Bridgford Foods	<a href="http://www.Bridgford.com/Foodservice/">www.Bridgford.com/Foodservice/</a>
Bruce Foods	<a href="http://www.BruceFoods/BFfoodservice/">www.BruceFoods/BFfoodservice/</a>
Cargill Kitchen Solutions	<a href="http://www.SunnyFresh.com">www.SunnyFresh.com</a>
ConAgra - School Items	<a href="http://www.StepUpToThePlate.net">www.StepUpToThePlate.net</a>
ConAgra Foods	<a href="http://www.ConAgraFoodService.com">www.ConAgraFoodService.com</a>
Country Bob's	<a href="http://www.CountryBobs.com">www.CountryBobs.com</a>
Dessert Innovations	<a href="http://www.DessertInnovations.com">www.DessertInnovations.com</a>
Flowers Foods	<a href="http://www.FlowersFoods.com">www.FlowersFoods.com</a>
Hope's Country Fresh Cookies	<a href="http://www.HopesCookies.com">www.HopesCookies.com</a>
Lamb Weston	<a href="http://www.LambWeston.com">www.LambWeston.com</a>
Mies Specialty	<a href="http://www.MiesProducts.com">www.MiesProducts.com</a>
Red Toe / Trevi Water	<a href="http://www.RedToe.com">www.RedToe.com</a>
Unilever FoodSolutions	<a href="http://www.UnileverFoodSolutions.com">www.UnileverFoodSolutions.com</a>
Tasty Brands	<a href="http://www.TastyBrandsK12.com">www.TastyBrandsK12.com</a>
Vie de France	<a href="http://www.VieDeFrance.com/fs/">www.VieDeFrance.com/fs/</a>

[www.HallSegoMarketing.com](http://www.HallSegoMarketing.com)

# Please Contact Me!

Did you hear about something today that may be a good fit for your district? If you need additional information or a sample, please jot it down here and return it to me at the end of my session.

I'd like to hear more about:

Name: \_\_\_\_\_

District: \_\_\_\_\_

Phone #: \_\_\_\_\_

Cell #: (if you want me to have this on file) \_\_\_\_\_

Thanks so much for having me!

Shawnalee Smith

502.930.8960

[ShawnaleeS@HallSegoMarketing.com](mailto:ShawnaleeS@HallSegoMarketing.com)





**Effective Date: January 3, 2011**

**Headquarters: 77 Newbridge Road, Hicksville, NY 11801 Phone: 516-938-4588**

**Fax: 516-935-1825**

**www.tastybrandsk12.com**

## NUTRITIONAL INFORMATION

Item Description	Code	Pack/ Serv Size	Calories	Calories from Fat	Total Fat g	Sat Fat g	Trans Fat g	Chol mg	Sodium mg	Total Carb g	Dietary Fiber g	Sugars g	Prot g	Vit A IU	Vit C mg	Calcium mg	Iron mg	CN Equiv	
<b>IQF PASTA</b>																			
<b>CN Cheese Ravioli (3) 108 Ser/Cs</b>	<b>00804</b>	<b>324/1.23</b>	180	30	3.5	1.5	0	60	480	24	1.0	2	14	200	0.0	100	1.44	2m/ma, 1.75br	
<b>IQF Jumbo Cheese Las Rollup (1)</b>	<b>00816</b>	<b>80/6.0</b>	290	60	7.0	3.5	0	50	600	33	1.0	6	22	500	0.0	350	1.44	2.5m/ma, 2.5br	
<b>WHOLE GRAIN Chs Las Rollup (1)</b>	<b>00801WG</b>	<b>110/4.15</b>	180	40	4.5	2.5	0	25	270	21	4.0	3	15	200	0.0	200	1.44	2m/ma, 1br	
<b>WHOLE GRAIN Stuffed Shells (2)</b>	<b>00803WG</b>	<b>224/2.23</b>	200	40	4.5	2.5	0	40	430	22	1.0	4	17	400	0.0	250	1.08	2m/ma, 1br	
<b>WHOLE GRAIN Chs Ravioli (3)</b>	<b>00804WG</b>	<b>324/1.23</b>	180	30	3.5	1.5	0	60	480	24	2.0	2	16	200	0.0	100	1.44	2m/ma, 1.75br	
<b>WHOLE GRAIN Ch Las Roll 1.5 (1)</b>	<b>00808WG</b>	<b>120/3.5</b>	150	35	4.0	2.0	0	30	230	20	4.0	3	13	300	0.0	200	1.08	1.5m/ma, 1br	
<b>WHOLE GRAIN Meat Las Rollup (1)</b>	<b>00813WG</b>	<b>113/4.25</b>	220	70	8.0	4.0	0	50	450	21	4.0	1	18	200	0.0	60	1.30	2 m/ma, 1 br	
<b>Cheese Quesadilla (1)</b>	<b>25101</b>	<b>112/4.22</b>	330	140	16.0	9.0	0	35	790	28	1.0	2	17	500	0.0	500	1.80	2m/ma, 2 br	
<b>Cheese &amp; Chicken Quesadilla (1)</b>	<b>25102</b>	<b>112/4.18</b>	310	120	13.0	7.0	0	35	670	28	1.0	2	18	500	0.0	450	1.80	2m/ma, 2 br	
<b>Mini Tacos (3) 99 Serv/Cs</b>	<b>25601</b>	<b>297/1.35</b>	260	100	11.0	4.0	0	90	460	25	5.0	1	15	400	2.4	200	1.80	2m/ma, 1.5 br	
<b>Gigantic Pizza Bagel (1)</b>	<b>52105</b>	<b>60/6.0</b>	340	110	12.0	7.0	0	30	560	40	4.0	4	21	1000	6.0	400	2.70	2m/ma, 2.75br	
<b>Breakfast (Regular) Pizza Bagel</b>	<b>52115</b>	<b>96/3.75</b>	230	60	7.0	4.5	0	20	380	30	3.0	3	14	500	2.4	250	1.80	1m/ma, 2br	
<b>Mini Cheese Pizza Bagels (4) 120</b>	<b>52220</b>	<b>480/95</b>	200	50	6.0	4.0	0	15	390	21	3.0	3	18	500	6.0	250	1.90	2m/ma, 1.5 br	

## HEATING INSTRUCTIONS

### PASTA:

**Oven:** Sauce bottom of full or 1/2 steam table pan, place pasta in pan and cover with sauce. Seal pan with aluminum foil. Preheat oven to 375 F. Bake for 30-40 minutes (frozen) or 20-25 minutes (thawed).

**Steamer:** Sauce bottom of pan, place pasta in pan and cover with sauce. Seal pan with aluminum foil or plastic wrap. Steam for approx.. 15-25 minutes. Garnish with shredded mozzarella for added appeal.

### **Cheese Ravioli: 00804 & 00804WG** **More Ravioli Per Pan/Quicker Line Service**

Sauce bottom of 1/2 or full pan; place one layer of ravioli in pan. Sauce layer and add another layer of ravioli. Repeat this once more to create 3 layers and cover top layer with sauce. Creates a "Stack" of 3 ravioli per serving

### QUESADILLAS: 25101 & 25102

1. Place frozen quesadillas on parchment lined sheet pan.
2. Lay out 2 rows of 10 quesadillas (20 per tray). Lay each quesadilla flat, overlapping 1/2 to 3/4 inches.
3. Stage Quesadillas on trays at room temperature for approximately 1 hour prior to cooking to **partially thaw product**.
4. **COVER TRAY IN ALUMINUM FOIL.** Bake in a 375 degree convection oven for 14-17 minutes. Internal temp of product should reach 165 degrees. Allow product to cool before serving.
5. Additional option- For a more crunchy tortilla, remove the aluminum foil from the tray 3-4 minutes prior to removing from oven.

### MINI TACOS: 25601

**Convection Oven:** Bake in a 350 degree oven for 12 - 14 minutes or until internal temperature is 165 degrees. For a more crunchy tortilla, bake at 375 degrees for approximately 14-18 minutes. **HEAT FROM FROZEN**

### PIZZA BAGELS: 52105 & 52115

**PRODUCT SHOULD BE ALLOWED TO THAW FOR 10-15 MINUTES BEFORE COOKING FOR BEST RESULTS.**

**Convection Oven:** Preheat to 350 F. Place product on baking sheet and cook for 11-16 minutes.

### MINI BAGELS: 52220 & 52230

**Convection Oven:** Preheat oven to 350 F. Place mini bagels on baking sheet and bake for 10-13 minutes.

**HEAT FROM FROZEN.**



## Tasty Brands Commodity Processed Products

2010-2011 SCHOOL YEAR State Of Kentucky

**B049 (Cheddar) & B077(Mozz), A534 Bulk Turkey Order Form**

\*\*\*\*\*FEE FOR SERVICE\*\*\*\*\*

School District \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_

Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Email \_\_\_\_\_

Director \_\_\_\_\_ RA Code# \_\_\_\_\_

Prod Code	Description	Case Count/Serving	Case Cost/ Serving Cost	#DF/ Case	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
00801WG	CN IQF Whole Grain Cheese Lasagna 2m/ma, 1 br	110/4.15oz 110 Serv/Case	\$42.90/case \$.39/serving	11.284										
00803WG	CN IQF Whole Grain Stuffed Shells 2m/ma, 1 br	224/2.14oz -112 Serv/Case (2 Shells per Serv)	\$45.92/case \$.41/serving	11.373										
00804	CN IQF Cheese Ravioli 2m/ma, 1 br	324/1.23oz 108 Serv/Case (3 Ravioli per Serv)	\$41.04/case \$.38/serving	4.758										
00804WG	CN IQF Whole Grain Cheese Ravioli 2m/ma, 1 br	324/1.23oz 108 Serv/Case (3 Ravioli per Serv)	\$45.36/case \$.42/serving	4.758										
813WG	IQF Turkey/Cheese Meat Lasagna Rollup 2 m/ma, 1 br	113/4.25 oz. 113 Serv/Case	\$51.98/case \$.46/portion	6.153										
00808WG	CN IQF Whole Grain Cheese Lasagna 1.5m/ma, 1.5 br	120/3.5oz 120 Serv/Case	\$40.80/case \$.34/serving	9.430										
00816	Jumbo IQF Cheese Lasagna 2.5m/ma, 2.5 br	80/6oz 80 Serv/Case	\$43.67/case \$.546/portion	10.045										
25101	Cheese Quesadilla 2m/ma, 2.25 br	112/4.22 oz 112 Serv/Case	\$48.16/case \$.43/serving	11.640										
25102	Chicken/Cheese Quesadilla 2 m/ma, 2.25 br	112/4.28oz 112 Serv/Case	\$54.88/case \$.49/serving	9.130										
25601	Mini Tacos 2 m/ma, 1 br	99/4.05 oz. Mini Tacos per Serv	\$46.53/case \$.47/serving	3.260										
52220	Mini Cheese Pizza Bagels	480/.95 oz.- 120 Serv/Case (4 Bagels per serving)	\$59.88/case \$.499/serving	8.550										
52105	Pizza Bagel 2 m/ma, 2.75 br, 1/4 veg	60/6 oz 60 Serv/Case	\$33.00/case \$.55/serving	7.500										
52115	Breakfast Pizza Bagel 1 m/ma, 2 br, 1/8 veg	96/3.75oz 96 Serv/Case	\$41.28/case \$.43/serving	6.000										

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**If you have any questions, please contact:**

Tasty Brands  
 Phone (516) 938-4588 - Customer Service  
 Fax (516) 935-1825 - Customer Service  
 Nancy Levine  
[nlevine@tastybrandsk12.com](mailto:nlevine@tastybrandsk12.com)

**Broker**

Hall-Sego Marketing  
 Shawnalee Smith  
 Cell- 502-930-8960  
 Fax- 502-239-3649  
[shawnalees@hallsegomarketing.com](mailto:shawnalees@hallsegomarketing.com)

**REGISTRATION PLANNING MEETING**  
**April 12, 2011**

*For additional information, please contact:*

Shawnalee Smith, School Specialist

**Hall-Sego Marketing**

Office: 502.930.8960

ShawnaleeS@HallSegoMarketing.com