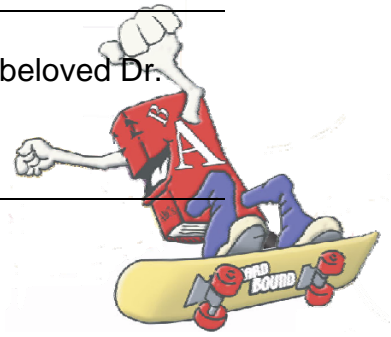


Reading Awareness Week

Promotion Detail:

Reading Awareness Week falls the same week as the birthday of beloved Dr. Seuss (March 2nd).



Menu Date:

Week of February 26, 2007

Product Description:

ABC & 123 shaped nuggets fully cooked breaded chicken breast patties (with rib meat): made from chicken breast with rib meat blended with textured vegetable protein and seasonings, shaped into portions. Covered with batter and breaded. Cooked in vegetable oil, IQF and packaged. **Shape: Letters A, B & C, Numbers 1, 2 & 3.**

Alphabet block shaped lightly sweetened vanilla graham snacks. Individually wrapped with a colorful graphic packaging.

Product Information:

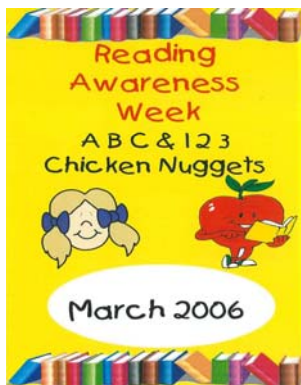
ABC123 Nuggets

Code: 63354 CN
UPC: 10031602218965
Case Pack: 301/.53 oz
Net Weight: 10 lbs
Pallet: 80 cases
CN Labeled: yes
5 nuggets = 2 m/ma and .75 b

Vanilla Graham Alphabet Snacks

Code: 57037
UPC: 064563570370
Case Pack: 200/1 oz
Net Weight: 12.5 lbs
Pallet: 54 cases
Meets 1 bread for NSLP

Promotional Items:



11 x 17 Posters



Large & Individual Promotional Items

Menu Ideas:

Dr. Seuss' books are fun – why not make a fun menu for his birthday. Menu items like 1, 2, 3 Nuggets, Orangutan Oranges, Copy Cat Corn and Crooked Cake.

Promotional Ideas:

Posters – Post the promotional posters in the lunchroom a week or two prior to the Reading Awareness Week. Students' will look forward to the day and buy school lunch on that day.

Secret Giveaway – Place a sticker on the bottom of a tray – the student with special sticker wins the promotional item.

Reading Raffle – During Reading Awareness Week, give students an entry form every time they eat school lunch. At the end of the week draw a name for the winner of the promotional item.

Cooking Instructions:

Cook from a frozen state. Cook to a minimum internal temperature of 160 degrees F. Conventional Oven: 350 degrees F, 8-10 minutes. Convection Oven: 375 degrees F, 8-9 minutes. Fryer: 350 degrees F, 2 ½ - 3 ½ minutes.

Nutrition Information:

ABC & 123 Chicken Nuggets

	Nutritional Analysis	
	per serving	
Calories	157.81	
Protein	14.30	grams
Carbohydrates	13.50	grams
Fat	5.46	grams
Saturated Fat	1.31	grams
Cholesterol	46.56	milligrams
Fiber	1.34	grams
Vitamin A	74.57	IU
Thiamin	0.07	milligrams
Riboflavin	0.07	milligrams
Niacin	4.11	milligrams
Sodium	461.21	milligrams
Vitamin C	0.40	milligrams
Iron	1.73	milligrams
Calcium	29.70	milligrams
% Calories from Fat	31%	

Vanilla Graham Alphabet Snacks

		Nutritional Analysis	
		per serving	
Calories		130	
Protein		2.00	grams
Carbohydrates		21.00	grams
Sugars	7g		
Dietary Fiber	0g		
Fat		4.00	grams
Saturated Fat	0g		
Transfat	0g		
Cholesterol		0.00	milligrams
Sodium		80.00	milligrams
Vitamin A		0%	
Vitamin C		0%	
Iron		4%	
Calcium		10%	
% Calories from Fat		27.7%	

Ingredients:

Shaped Chicken Nuggets: Chicken breast with ribmeat, bleached wheat flour (enriched with niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), water, textured vegetable protein product (soy protein concentrate, zinc oxide, niacinamide, ferrous sulfate, copper gluconate, vitamin a palmitate, calcium pantothenate, thiamine mononitrate (b1), pyridoxine hydrochloride (b6), riboflavin (b2), cyanocobalamin (b12)), dried whole eggs, yellow corn flour, vegetable protein product (isolate soy protein, magnesium oxide, zinc oxide, niacinamide, ferrous sulfate, vitamin b12, copper gluconate, vitamin a palmitate, calcium pantothenate, pyridoxine hydrochloride, thiamine monoitrate, riboflavin), salt, sugar, dextrose, yellow corn meal, wheat flour(enriched with: niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), flavor, sodium phosphate, soybean oil, whey, leavening (sodium acid pyrophosphate, sodium bicarbonate), sodium alginate, whole egg solids, soy flour, nonfat dry milk, colored with oleoresin paprika.

Vanilla Graham Snacks: Enriched wheat flour (contains: niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), sugar, canola oil, graham flour, calcium carbonate, natural vanilla flavor, salt, baking soda.