



Creative Ideas. Innovative Solutions.



# Why Pierre



## Products

- Variety of recognizable sandwich brands (Pierre, Big AZ, Minis)
- Greater offering of flavors and proteins than anyone
- Offer products dedicated to C-stores
- Breakfast and lunch items are offered-freezer, cooler or warmer

## Company

- Major player in the Vend and C-Store business (share customer base)-recognizable
- Dedicated Marketing team for C-Stores
- Strong presence in all major distributors
- USDA on site 24/7 HACCP Guidelines
- Plants run 3 shifts/ 2 shifts for production and 1 shift for sanitation

**Vertically Integrated**-What this means is that we control the beef process, bakery process and packaging process throughout all of our products. Why? By having complete process control-the product will taste the same next year as it did last year. Why do people go to McDonalds? Because they know what it is going to taste like wherever they go. Many companies's buy (from third party) a variety of buns and proteins (beef, chicken, pork) and package it but making nothing and having no process control. Taste will not always be the same. (We supply items to our competition!!)

# Why Pierre



**Price**-you get what you pay for and customers are demanding more quality. If a C-store wants to compete with local restaurants then the food offering must be equal. Our products will get repeat business because the quality is evident. If customer like-they will return and our sandwiches can bring in more rings.

**Buns**-We are WELL KNOWN for having the best buns in the business! Our breads (BECAUSE WE BAKE OUR OWN-get it!) stay very soft and inviting from microwave or warmer application the buns stay very moist and soft.

**Packaging**-Our products are packaged to sell. From bright graphics and clear cello wrap (clear because we want the customer to see the product) to hand wrapped butcher wrap-very inviting and upscale details and materials used to ensure customer appeal. Customer can tell

**Commitment**-AdvancePierre is committed to the Food Industry in so many divisions from Schools, Military, Retail, Food Service, Warehouse Clubs, Vending and Convenient Stores that we provide Food items/solutions for so many customers because we are the innovator and we committed to our trade. We launched the Minis because of the huge success that restraints had and we followed the trend and launched 11 new Minis sandwiches over two years while others are just now coming out with them. We are committed to bringing trendy foods, flavors and products to the table because we are a leader and we are the best at what we do.