



PREMIER

THE POWER OF PARTNERSHIP



The Scoop Premier Healthy Retail Promotion featuring US Foods® Nourish

SUPERCobb WRAPS

Classic flavor and fanfare with a fraction of the calories!



INTRODUCTION

This promotion features 10 sensational wrap recipes with rows of colorful ingredients layered on the tortilla before rolling. SuperCobb Wraps share much of the same flavor and fanfare as your SuperCobb Salads, with the added appeal of an ever-popular wrap sandwich.



- **Flavorful:** The soft tortilla wrap strikes a chord with the “more fillings” faction of sandwich lovers.
- **Wider Appeal Among Sandwich Fans:** Evolving from the burrito in the 1980s, the wrap sandwich took less than a decade to become one of the most popular styles of sandwich in the American deli. It blends beautifully with the colorful heritage of the Classic Cobb: Invented in 1937 by Hollywood Brown Derby owner Bob Cobb, the Cobb Salad quickly became as famous as many of the celebrities who favored it. It had great looks: colorful rows of ingredients over a bed of greens.
- **Versatile:** Fast and flavorful, SuperCobb Wraps will be a top choice among your sit-down diners. Practically spill-proof, they’ll also be the sandwich of choice for customers on the go.
- **Hot Options:** All you need is a Panini press to offer a hot option.
- **Profitable:** It’s a premium sandwich concept that commands a premium price point.

The ingredients are largely the same, but we recommend that you DO NOT offer SuperCobb Wraps and SuperCobb Salads in the same promotion. The ingredient portions vary greatly, as do the station set-ups. If you try to run both at the same time, service will be slower and assembly potentially confusing. Break SuperCobb Wraps and SuperCobb Salads into separate promotions at least two weeks apart. Keep production and finished product assembly as simple as possible.

SETTING THE STAGE

While made-to-order assembly limits cafés of all sizes to offering two varieties of SuperCobb Wraps a day, large facilities can and should produce at least four pre-assembled SuperCobb Wraps each day of the promotion.

Pre-assemble at least 70% of the wraps you expect to sell prior to service, as part of kitchen production. Also arrange ingredients at the deli, where the server can make the remaining wraps during service as the inventory runs low. Customers will enjoy the air of freshness and colorful arrays of ingredients, while waste will be minimized. It's a premium product and presentation that commands a premium price.

It takes only a glance at the menu or ingredients to see that SuperCobb Wraps are great menu items. Yet unlike many such offerings, these wraps are indisputably delicious. It's the great taste that'll be the buzz.

Serve 'em up and see for yourself. The promotion should run for a minimum of 2 days in a smaller operation and at least a week in larger facilities, with some good staging options in between.

Promotion Staging Options

LOCATION SIZE	PROMOTION	MENU
Small Facilities	Day 1 – Wednesday	Offer 2 to 3 preassembled SuperCobb Wraps
	Day 2 – Thursday	Offer 2 to 3 different pre-assembled SuperCobb Wraps
Large Facilities	Option 1 – Week-long Promotion of Pre-Assembled Wraps	Offer a minimum of 4 preassembled SuperCobb Wraps each day of the week-long promotion. Give the customers the option to have them pressed if you have a panini press available.
Large Facilities	Option 2 – Mid-Week Three Day Promotion of Made-to-Order Wraps	Set up your mise en place to deliver two of the SuperCobb Wraps each day of the promotion. Offer different wraps each day. Make them to order and customize the wraps if requested by customers. Offer to press the wraps if a Panini press is available.

KEEP IT SIMPLE AND KEEP IT FAST!

Our mantra, “Do less but do it better” definitely applies here. When you run SuperCobb Wraps, the wraps should be the only menu items offered at the deli on the day or days of the promotion. Keep it simple and keep it fast!

Heating a wrap significantly enhances the flavor of the sandwich. Many customers prefer it. Yet, it’s surprising how many institutional café delis haven’t caught onto this popular retail option. If you already offer your customers the option of a pressed wrap, you’re ahead of the game. If not, see if you can.

Station Set-Up

The best location to run SuperCobb Wraps is at your deli station. Refrigerated cold pans are readily available. You may even have a Panini press on hand.

On the days that you run SuperCobb Wraps at the deli, those wraps should be the only menu items served from the deli.

Set up the station with SuperCobb wrap ingredients for only those wraps that you will be producing and serving that day. If you choose the made-to-order wrap option, by limiting the total available ingredients, you will be limiting the total number of customer substitutions. That’s a good thing because it ensures faster service.

If you choose the pre-assembled wrap option, those 3 or 4 varieties of SuperCobb Wraps should be cut in half and stacked in platters or serving vessels with the cut side of the wrap facing the customer. The platters should be placed into the cold wells.

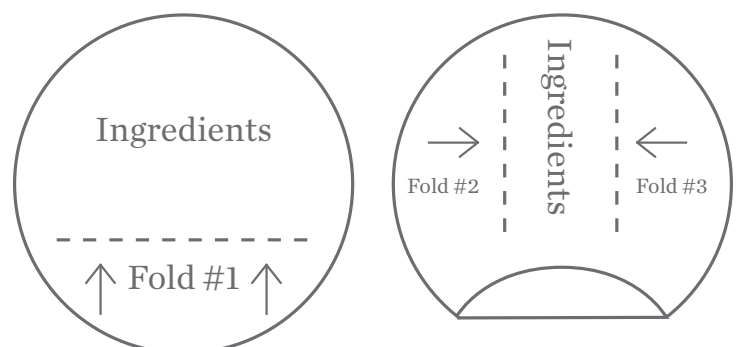
Purées as Wrap Spreads

When you start reviewing the recipes you will notice that we have puréed a number of ingredients to be used as a spread in a particular wrap recipe. This is an excellent way to add moisture to the wrap. It’s also a big plus for better nutrition and great taste without added calories. Leave the mayonnaise in the jar.

Puréeing roasted fresh vegetables, canned beans or cooked legumes is simple and easy. For example: to purée canned black beans first strain the beans and save the black bean liquid. Pour the desired amount of whole black beans into a blender and pulse until smooth. Use the black bean liquid, if needed, to achieve the desired consistency. You want to be able to spread bean purée onto a wrap.

How To: The Right Way to Wrap

1. Fold the bottom 1/3 of the tortilla up and over the ingredients.
2. Then pull the ingredients back towards you with the tortilla.
3. Fold the left side over the ingredients.
4. Fold the right side over the ingredients.
5. Tuck and roll it up.
6. The filling is moist enough to stay together.
7. Cut on a diagonal.
8. Then stack into serving platters cut side out or if made to order, serve directly to the customer.



MARKETING MATERIALS

Your clients will love hearing about your improved menu. Patient Services will be thrilled. However, promoting a healthier menu to café customers needs to be more tactful.

The marketing tools in this guide will deliver the right message to every audience.



FLYER
Post at your café entrance, on department bulletin boards and in other high traffic areas around your facility.



MONITOR MESSAGING
Provide this to your facility communications department to include in the full-screen message cycle on monitors around your facility. Also post it as a smaller “snipe” on your dining services web site.



POS SIGNAGE
Add menu item names, descriptions and prices, and display at your point of service.

PRICING STRATEGIES

Introduce a new product ... ALWAYS introduce a new price!

Considering the added value for this amazing promotion, this is a perfect opportunity for you to increase your check average! These promotional wraps should be priced higher than your everyday sandwiches.

SUPERCobb WRAP MENU ITEM	FOOD COST	SUGGESTED SELLING PRICE
Roast Turkey Harvest SuperCobb Wrap	1.89	4.29
Aegean SuperCobb Wrap	1.70	4.19
Central Valley Chicken SuperCobb Wrap	1.82	4.19
Shrimp Sunburst SuperCobb Wrap	1.83	4.19
Mushroom Medley SuperCobb Wrap	1.93	4.29
Chicken Sweet Potato SuperCobb Wrap	2.04	4.59
Himawari Roast Pork SuperCobb Wrap	1.88	4.19
Sitka Orange Sole SuperCobb Wrap	1.83	4.19
Eastern Shore Turkey SuperCobb Wrap	1.77	4.19
Santa Fe SuperCobb Wrap	2.03	4.59
AVERAGE COST	1.87	4.29

Value-Priced or Premium-Priced?

As you can see the average cost of SuperCobb Wraps is approximately the same. Most institutions will find no resistance from customers paying up to \$7.99 for one of these premium wrap sandwiches.

Some operators will be tempted to value-price them at \$6.99, which would be an average out to 45% average product cost. Don't forget to factor in staff discounts when determining selling price? Always consider what are your financial objectives for your individual operation?

These SuperCobb Wraps are virtually guaranteed to be best-selling menu items. You can be confident setting a higher selling price range – \$6.99 to \$7.99 if that is more in tune with your gross profit objectives.

Always round selling prices up to the nearest 9.

PRODUCT INFORMATION

US Foods® and Premier have collaborated to develop a product line that is a game changing exclusive to the industry – a suite of 15 key products are more flavorful than their higher fat, higher calorie and higher sodium counterparts. These aren't "lesser substitutions." They are tasty, versatile, permanent ingredient replacements that, when universally applied to your patient and cafeteria menus, can produce astounding improvements in nutritional value, flavor and consumer satisfaction.

Add these to ingredients with lots of vitamins, minerals and/or anti-oxidants, and customers, clients and culinarians alike will agree that they never tasted so good.

US FOODS SCOOP PRODUCTS		
Patuxent Farms® Premium Chicken Breast Strips <i>US FOODS® Nourish</i> <ul style="list-style-type: none"> - Whole muscle - Low sodium - Unbreaded - Fully Cooked - Unseasoned - Grill-marked 	Glenview Farms® Greek Yogurt Cream Cheese <i>US FOODS® Nourish</i> <ul style="list-style-type: none"> - 6/3 lb. and 100/1 oz. available - 4g of protein per serving and 33% less fat than traditional Glenview Farms cream cheese 	Monarch® Stir Fry Base <i>US FOODS® Nourish</i> <ul style="list-style-type: none"> - Gluten-free - No added MSG - No high-fructose corn syrup - Reduced sodium – 55% less sodium than Chef's Line® Korean BBQ Sauce - Meets AHA sodium limit of 140 mg/15 mL
Hilltop Hearth® Ancient Grainwich <i>US FOODS® Nourish</i> <ul style="list-style-type: none"> - Made with unbleached flour, natural fermentation and ancient grains - 9-grain mix - Good source of fiber 	Cross Valley Farms® Superfood Salad <i>US FOODS® Nourish</i> <ul style="list-style-type: none"> - Loaded with vitamins - Fresh cut - High quality, consistency and uniformity - Prewashed and ready to use 	Monarch® Organic Sodium-Free Seasoning Blend <i>US FOODS® Nourish</i> <ul style="list-style-type: none"> - Sodium-free - Organic - Kosher - Blend of seasonings and dried vegetables - Free from food irradiation
Roseli® Kale Pesto <i>US FOODS® Nourish</i> <ul style="list-style-type: none"> - Nut-free - Low sodium - High in Vitamin A - Color holds over shelf life 	Chef's Line® Precooked Brown Rice & Quinoa Blend <i>US FOODS® Nourish</i> <ul style="list-style-type: none"> - A gluten free grain blend - 5 g of protein per serving - Low sodium - Pre-cooked 	Monarch® Brown Gravy Mix <i>US FOODS® Nourish</i> <ul style="list-style-type: none"> - Low sodium - A low-fat food - More flavorful than other national-brand low-sodium products - Ready to use; just add water
Monarch® Poultry Gravy Mix <i>US FOODS® Nourish</i> <ul style="list-style-type: none"> - Low sodium - A low-fat food - More flavorful than other national-brand low-sodium products - Ready to use; just add water 	Harbor Banks® Flour Dusted Alaskan Sole <ul style="list-style-type: none"> - Wild-caught Alaskan sole - Hand-cut - When pan-fried or oven-baked: 7 g of total fat, 280 g of sodium and 1.5 g of saturated fat per serving 	Cross Valley Farms® Superfood Slaw <ul style="list-style-type: none"> - Fresh-cut - Prewashed and ready to use - High-quality and clean product - Available year-round
Patuxent Farms® Lower Sodium Bacon <ul style="list-style-type: none"> - 45% reduced sodium as compared to our regular bacon - Center-cut, all pork - Frozen - Applewood-smoked - Laid-out, 18-22 slices per pound 	Patuxent Farms® Lower Sodium Ham with Natural Juices <ul style="list-style-type: none"> - 45% reduced sodium as compared to USDA standards for ham - Natural juices, hardwood smoked - D-shaped - Made from one inside and outside muscle 	

SUPERCobb WRAP RECIPES

ROAST TURKEY HARVEST SUPERCobb WRAP

Oven roast turkey, shaved Brussel sprouts, diced Granny Smith apples, chopped sweet white onion, cashews, honey and roasted butternut squash spread with blue marble jack cheese in a whole-wheat wrap.

INGREDIENTS

- 1 ea 12" Whole Wheat Wrap
- 3 oz Jennie-O Roast Turkey, Sliced
- 1½ oz Diced, Roasted Butternut Squash (Option: Make a purée out of the butternut squash for a spread)
- 1 oz Granny Smith Apples, Julienned
- 1 oz Sweet White Onion, Diced
- 1 oz Cross Valley Farms® Shaved Brussels Sprouts
- 1 T Roasted Cashews, Chopped
- ½ tsp Honey
- ½ oz Glenview Farms® Blue Marble Jack Cheese

PREPARATION

1. Assemble as follows from bottom to top:
 - Sliced roast turkey
 - Sliced roasted butternut squash
 - Julienned Granny Smith apples
 - Julienned sweet white onion
 - Sautéed shaved Brussel sprouts
 - Chopped roasted cashews
 - Blue marble jack cheese
 - Honey (from squeeze bottle) drizzled on top of ingredients
2. Fold according to diagram provided
3. Panini press to customer request
4. Cut on the bias

AEGEAN SUPERCobb WRAP

Grilled Portobello mushrooms with fresh asparagus, barley, toasted almonds, Superfood Salad, feta cheese and fig purée and red wine vinaigrette in a spinach wrap.

INGREDIENTS

- 1 ea 12" Spinach Wrap
- 2½ oz Cross Valley Farms® Grilled or Roasted and Sliced Portobello Mushrooms
- 2 oz Cooked Barley
- 2 oz Blanched Asparagus, cut on bias 2" pieces
- 1½ oz Figs Purée
- ½ c Cross Valley Farms® Superfood Salad
- 1 T Slivered Toasted Almonds
- 1 T Feta Cheese Crumbles
- 1 T Red Wine Vinaigrette (from squeeze bottle)

Fig Purée as Spread

- 1 tsp Minced Garlic
- 1 tsp Honey
- 1 tsp Sherry
- 2 c Cooked Fresh Figs

Note: When figs are cooked they can be easily mashed into a puree by mixing by hand. Combine all ingredients and stir. If you decide to use the fig purée, spread 2 oz. of fig puree mixture on the bottom of the wrap instead of the cut fresh figs in the wrap.

PREPARATION

1. Assemble as follows from bottom to top:
 - Cooked barley
 - Sliced roasted Portobello mushrooms
 - Cut asparagus
 - Superfood Salad
 - Crumbled Feta cheese
 - Slivered toasted almonds
 - Red wine vinaigrette (from squeeze bottle)
2. Fold according to diagram provided
3. Panini press to customer request
4. Cut on the bias

CENTRAL VALLEY CHICKEN SUPERCobb WRAP

Premium Chicken Breast Strips with Precooked Brown Rice & Quinoa Blend, roasted cauliflower, carrot, raisins, toasted almonds, sweet white onion and Superfood Slaw with sherry vinaigrette in a whole wheat wrap.

INGREDIENTS

- 1 ea Whole Wheat Wrap, 12"
- 3 oz Patuxent Farms® Premium Chicken Breast Strips
- 1 oz Roasted Cauliflower Florets
- 1½ oz Chef's Line® Precooked Brown Rice & Quinoa Blend
- 1 oz Julienned Fresh Carrots (blanched or roasted)
- 1 oz Julienned Sweet White Onion
- ¼ c Raisins
- 1 tsp Chopped toasted almonds
- ½ c Cross Valley Farms® Superfood Slaw
- 1 T Sherry Vinaigrette

PREPARATION

1. Assemble as follows from bottom to top:
 - Precooked Brown Rice & Quinoa Blend
 - Premium Chicken Breast Strips
 - Superfood Slaw
 - Roasted cauliflower pieces
 - Julienned carrots
 - Diced white onion
 - Raisins
 - Chopped toasted almonds
 - Sherry vinaigrette (from squeeze bottle)
2. Fold according to diagram provided
3. Panini press to customer request
4. Cut on the bias

SHRIMP SUNBURST SUPERCobb WRAP

Cocktail shrimp with caramelized whole kernel corn, cherry tomatoes and roasted yellow squash with lima beans, navy bean spread, and shredded kale salad with ranch dressing on sundried tomato wrap.

INGREDIENTS

- 1 ea Sundried Tomato Wrap, 12"
- 3 oz Cocktail Shrimp
- 1 oz Caramelized Whole Kernel Corn
- 1 oz Julienned Roasted Yellow Squash
- 1 oz Cross Valley Farms® Mini Heirloom Tomatoes
- 1/2 oz Lima Beans
- 1 1/2 oz Navy Bean Purée
- 1/2 c Cross Valley Farms® Shredded Kale Salad
- 2 T Low-Fat Ranch Dressing (from squeeze bottle)

PREPARATION

1. Assemble as follows from bottom to top:
 - Cocktail shrimp
 - Shredded kale salad
 - Caramelized whole kernel corn
 - Diced, roasted yellow squash
 - Mini Heirloom Tomato halves
 - Lima beans
 - Low-fat ranch dressing from squeeze bottle
2. Fold according to diagram provided
3. Panini press to customer request
4. Cut on the bias

MUSHROOM MEDLEY SUPERCobb WRAP

Crimini, Shiitake, Button and Portobello mushrooms with sweet white onion, Precooked Brown Rice & Quinoa Blend, with mustard greens and Greek yogurt cream cheese topping with mustard seeds and oregano in a whole wheat wrap.

INGREDIENTS

- 1 ea Whole Wheat Wrap, 12"
- 2 oz Sautéed Button Mushrooms
- 1 oz Sautéed Crimini Mushrooms
- 1 oz Sautéed Shiitake Mushrooms
- 1 oz Sliced, Roasted Portobello Mushrooms
- 2 oz Chef's Line® Precooked Brown Rice & Quinoa Blend
- 1/2 oz Diced Sweet White Onion
- 1/2 c Mustard Greens
- 1/4 c Greek Yogurt Cream Cheese Topping
- 1/8 tsp Mustard Seeds
- 1/8 tsp Oregano

Greek Yogurt Cream Cheese Topping

- 1 c Glenview Farms® Greek Yogurt Cream Cheese
- 1 tsp Toasted and Rough- Ground Mustard Seeds
- 1/2 tsp Oregano

Mix in blender, spread on bottom of wrap.

PREPARATION

1. Assemble as follows from bottom to top:
 - Spread Greek yogurt cream cheese topping evenly on wrap
 - Button mushrooms
 - Precooked Brown Rice & Quinoa Blend
 - Sautéed Crimini mushrooms
 - Sautéed Shiitake mushrooms
 - Diced sweet white onion
 - Roasted Portobello mushrooms
 - Mustard greens
2. Fold according to diagram provided
3. Panini press to customer request
4. Cut on the bias

CHICKEN SWEET POTATO SUPERCobb WRAP

Premium Chicken Breast Strips with peas, barley, Precooked Brown Rice & Quinoa Blend and roasted sweet potato spread with Baby Kale Trio, Kale Pesto, pea tendrils and low fat ranch dressing in a whole wheat wrap.

INGREDIENTS

- 1 ea Whole Wheat Wrap, 12"
- 3 oz Patuxent Farms® Premium Chicken Breast Strips
- 2 oz Cooked Barley
- 2 oz Roasted Sweet Potato Purée
- 1¼ oz Chef's Line® Precooked Brown Rice & Quinoa Blend
- 1 oz Peas
- ½ oz Pea Tendrils
- ¼ c Roseli® Kale Pesto
- 1½ oz Low-Fat Ranch Dressing
- ½ c Cross Valley Farms® Baby Kale Trio

PREPARATION

1. Assemble as follows from bottom to top:
 - Roasted sweet potato purée as spread on wrap
 - Cooked barley
 - Precooked Brown Rice & Quinoa Blend
 - Premium Chicken Breast Strips
 - Peas
 - Baby Kale Trio
 - Pea tendrils – sprinkle on top
 - Kale Pesto drizzle
 - Low-fat Ranch dressing from squeeze bottle
2. Fold according to diagram provided
3. Panini press to customer request
4. Cut on the bias

HIMAWARI ROAST PORK SUPERCobb WRAP

Roast pork with heirloom tomatoes, lemon artichokes, roasted red and yellow peppers with sunflower seeds, chickpea spread and kale pesto in a whole wheat wrap.

INGREDIENTS

- 1 ea Whole Wheat Wrap, 12"
- 3 oz Julienned Roast Pork Strips
- 1 oz Cross Valley Farms® Mini Heirloom Tomatoes
- 2 oz Chickpeas, puréed
- 2 oz Roasted, Diced Red and Yellow Peppers
- 1 T Sunflower Seeds
- 1 T Roseli® Kale Pesto

Chick Pea Purée

- 2 c Canned Chickpeas

Purée in blender with liquid from can.

PREPARATION

1. Assemble as follows from bottom to top:
 - Chickpea purée
 - Julienned roast pork strips
 - Lemon artichokes (artichokes with lemon juice)
 - Roasted, diced red & yellow peppers
 - Mini Heirloom Tomatoes
 - Sunflower seeds
 - Kale Pesto
2. Fold according to diagram provided
3. Panini press to customer request
4. Cut on the bias

SITKA ORANGE SOLE SUPERCobb WRAP

Flour Dusted Alaskan Sole, orange segments, diced red onion, soybeans, Precooked Brown Rice & Quinoa Blend, with fresh cilantro, julienned jalapeños and low fat Italian dressing in a whole wheat wrap.

INGREDIENTS

- 1 ea Whole wheat wrap 12"
- 3 oz Harbor Banks® Flour Dusted Alaskan Sole, baked then cut into strips
- 1½ oz Orange Segments
- 1 1½ oz Soybeans (fresh, flash blanched from cold to boiling then shock in ice bath)
- 2 oz Chef's Line® Precooked Brown Rice & Quinoa Blend
- ½ oz Diced Red Onion
- 1 T Chiffonade Fresh Cilantro Leaves
- 1 T Julienned Jalapeño
- 1½ oz Italian dressing, low-fat

PREPARATION

1. Assemble as follows from bottom to top:
 - Flour Dusted Alaskan Sole (distribute evenly over wrap)
 - Soybeans
 - Orange segments
 - Precooked Brown Rice & Quinoa Blend
 - Diced red onion
 - Chiffonade fresh cilantro leaves
 - Julienned jalapeño
 - Low-fat Italian dressing
2. Fold according to diagram provided
3. Panini press to customer request
4. Cut on the bias

EASTERN SHORE TURKEY SUPERCobb WRAP

Roast turkey with lentils, roasted cauliflower, celery root, green beans and lemon caper parsley potatoes and black bean purée in a whole wheat wrap.

INGREDIENTS

- 1 ea Whole Wheat Wrap, 12"
- 3 oz Jennie-O Oven Roasted Turkey, Sliced
- 1 oz Lentils
- 1 oz Black Beans, Puréed
- 1 oz Roasted Cauliflower
- 1 oz Roasted Celery Root
- 1 oz Blanched Fresh Green Beans
- 1 oz Lemon-Caper Parsley Potatoes

PREPARATION

1. Assemble as follows from bottom to top:
 - Black bean purée
 - Sliced oven roasted turkey
 - Lentils
 - Roasted cauliflower florets
 - Diced roasted celery root
 - Blanched cut, fresh green beans
 - Lemon-caper parsley potatoes
2. Fold according to diagram provided
3. Panini press to customer request
4. Cut on the bias

SANTA FE SUPERCobb WRAP

Sautéed marinated Premium Chicken Breast Strips with sautéed red & yellow peppers, jalapeños, red onion, chopped fresh cilantro, lime supreme, with arugula and chipotle low sodium soy dressing in a traditional wrap.

INGREDIENTS

- 1 ea Traditional Wrap, 12"
- 3 oz Patuxent Farms® Premium Chicken Breast Strips (marinated then grilled or sautéed)
- 1 oz Sautéed Julienned Red Peppers
- 1 oz Sautéed Julienned Yellow Peppers
- 1/2 oz Julienned Jalapeños
- 1/2 oz Julienned Red Onion
- 1/4 c Lime Supreme
- 1 T Chopped Fresh Cilantro
- 1 T Chopped Toasted Peanuts
- 1/2 c Arugula
- 1 T Chipotle Soy Dressing (Option: Substitute Monarch® Stir Fry Base)

Chipotle Low Sodium Soy Sauce & Marinade

- 1 can Chipotle Peppers in Sauce
- 1/2 c Lime Juice
- 1 c Low Sodium Soy Sauce
- 2 ea Minced Fresh Garlic
- 4 c Blended Oil

Pulse top 4 ingredients in a blender.

Emulsify oil into marinade/dressing.

Note: Set aside some of marinade for dressing.

PREPARATION

1. Assemble as follows from bottom to top:
 - Premium Chicken Breast Strips (marinated then grilled or sautéed)
 - Sautéed julienned red peppers
 - Sautéed julienned yellow peppers
 - Julienned jalapeños
 - Julienned red onion
 - Lime supremes
 - Chopped fresh cilantro
 - Chopped toasted peanuts
 - Arugula
 - Chipotle soy dressing (Option - Substitute Monarch Stir Fry Base) drizzle on top
2. Fold according to diagram provided
3. Panini press to customer request
4. Cut on the bias

PURCHASING

Use these as main ingredients in recipes or substitution for their counterparts.

US FOODS® A-CODE	PRODUCT		BRAND	CASE PACK	PORTION SIZE	PORTION COST
3680942	Premium Chicken Breast Strips		Patuxent Farms®	2/5 lb.	3 oz.	.68
3384068 5151309	Greek Yogurt Cream Cheese		Glenview Farms®	6/3 lb / 100/1 oz.	1 oz.	.13
7299640	Superfood Salad		Cross Valley Farms®	4/2 lb.	1/2 cup	.19
5791643	Ancient Grainwiche		Hilltop Hearth®	4/12/2 oz.	1 each	.50
8203448	Kale Pesto		Roseli®	6/30 oz	1 Tbsp.	.12
6107216	Stir Fry Base		Monarch®	4/.5 gal.	1/2 tsp.	.02
3668570	Organic Sodium-Free Seasoning Blend		Monarch	3/19 oz.	1/8 tsp.	.014
8750784	Precooked Brown Rice & Quinoa Blend		Chef's Line®	4/2.5 lb.	2 oz.	.22
7545033	Brown Gravy Mix		Monarch®	6/13 oz.	2 oz.	.12
2591327	Poultry Gravy Mix		Monarch	6/14 oz.	2 oz.	.12
9799636	Flour Dusted Alaskan Sole		Harbor Banks®	4/2.5 lb.	3 oz.	.85
7978406	Lower Sodium Ham with Natural Juices		Patuxent Farms®	2/9 lba.	3 oz.	.49
7978364	Lower Sodium Bacon		Patuxent Farms®	15 lb.	2 each	.40
9826181	Superfood Slaw		Cross Valley Farms	4/2 lb.	1/2 cup	.18

US FOODS® A-CODE	PRODUCT	BRAND	CASE PACK	PORTION SIZE	PORTION COST
2050805	Oven Roasted Turkey Breast	Jennie-O	2/9 LBA	3 oz.	
2823482	Tortilla Flour 12" Traditional	del Pasado™	12/12 EA	1 ea.	.19
2816494	Sundried Tomato Wrap 12"	Hilltop Hearth®	6/12 EA	1 ea.	.21
2816437	Spinach Wrap 12"	Hilltop Hearth	6/12 EA	1 ea.	.21
2816528	Whole Wheat Wrap 12"	Hilltop Hearth	6/12 EA	1 ea.	.21
7617327	Pork Loin	Chef's Line	2/4.5 LBA	3 oz.	.73
6730717	Shrimp 21/25 ct.	Harbor Banks®	5/2 LB	3 oz.	.88
1370543	Tofu, Firm	Packer	12/1 LB	2 oz.	.18
0877225	Oranges, 88 ct.	Cross Valley Farms®	88 EA	1 oz.	.12
4667424	Limes, fresh	Cross Valley Farms	40 LB	1 oz.	.08
6010243	Lemon, juice	Realemon	4/1 GA	1 tsp.	.02
1433721	Granny Smith Apples	Cross valley Farms	20-22 EA	1 oz.	.13
4732566	Yellow Squash	Cross Valley Farms	5 LB	1 oz.	.13
5377965	Butternut Squash	Packer	30 LB	1 oz.	.10
3111937	Fennel, fresh	Packer	12 EA	1 oz.	.14
4332003	Red Onion	Cross Valley Farms	25 LB	1 oz.	.05
3384823	Sweet White Onion	Packer	40 LB	½ cup	.05
9331992	Cauliflower	Cross Valley Farms	4/3 LB	¼ cup	.14
5425814	Green beans, fresh	Cross Valley Farms	2/5 LB	1 oz.	.19
2372308	Asparagus, fresh	Packer	11 LB	½ cup	.27
6143713	Carrots, fresh	Packer	4/5 LB	1 oz.	.24
1328285	Peas, frozen	Monarch®	12/2.5 LB	1 oz.	.07
2019610	Peas, Sugar Snap	Packer	10 LB	1 oz.	.19
2517548	Pea Tendrils, fresh	Packer	4 OZ	½ oz.	.08
9328261	Corn, Whole Kernel, frozen	Monarch	12/2.5 LB	1 oz.	.07
9333576	Artichoke, can	Rykoff-Sexton®	12/14 OZ	1 oz.	.18
1355551	Button Mushrooms	Cross Valley Farms	10 LB	2 oz.	.25
2791556	Portobello Mushrooms	Cross Valley Farms	2/5 LB	2 oz.	.44
2273589	Mushrooms Portobello	Packer	3 LB	2 ½ oz.	.75
5217641	Shiitake Mushrooms	Packer	5 LB	1 oz.	.26
5733852	Crimini mushrooms	Cross Valley Farms	5 LB	1 oz.	.15
9330606	Bell Peppers Yellow	Packer	5 LB	1 oz.	.23
4732616	Bell Peppers Red	Cross Valley Farms	5 LB	1 oz.	.13
8353773	Cherry Tomatoes	Cross Valley Farms	12/1 PT	1 oz.	.11
7965122	Napa Cabbage Blend	Cross Valley Farms	4/2.5 LB	½ cup	.26
8634883	Baby Kale Trio	Cross Valley Farms	3/1 LB	½ cup	.26

The Scoop Premier Healthy Retail Promotion

US FOODS® A-CODE	PRODUCT	BRAND	CASE PACK	PORTION SIZE	PORTION COST
7835812	Shredded Kale Salad	Cross Valley Farms	4/1.5 LB	¼ cup	.26
7734825	Shaved Brussels Sprouts	Cross Valley Farms	2/5 LB	1 oz.	.19
2326445	Salad Mix Mesclin	Cross valley Farms	3 LB	½ cup	.22
4425690	Baby Spinach	Cross Valley Farms	4 LB	½ cup	.16
4355293	Romaine Lettuce	Cross valley Farms	12 EA	½ cup	.19
3544681	Arugula	Packer	3 LB	½ cup	.30
7326416	Green Leaf Lettuce	Cross Valley Farms	24 EA	½ cup	.19
7328107	Mustard Greens	Monarch	12/3 LB	½ cup	.15
5332242	Shredded Iceberg Lettuce	Cross Valley Farms	4/5 LB	½ cup.	.08
3263142	Barley	Quaker	12/16 OZ	1 oz.	.05
5844394	Lentils, dried	Monarch	20 LB	2 oz.	.08
9332313	Black Beans, can	El Pasado	6/#10 CN	2 oz.	.08
9096041	Navy Beans, can	Allens	6/#10 CN	2 oz.	.08
4946034	Lima Beans, can	Libbys	6/#10 CN	2 oz.	.14
6371686	Edamame (shelled)	Culinary Select	6/2.5 OZ	2 oz.	.28
9330168	Garbanzo Beans, can	Monarch	6/#10 CN	2 oz.	.08
9332206	Red Potatoes	Cross Valley Farms	50 LB	2 oz.	.10
2855724	Sweet potatoes	Monarch	5/3 LB	2 oz.	.20
9614132	Garlic, fresh	Packer	1 LBA	1 tsp.	.04
6010482	Jalapeño Peppers	Packer	10 LB	1 Tbsp.	.05
2014918	Chilies, Poblano	Packer	10 LB	½ oz.	.07
8332165	Cilantro, fresh	Cross Valley Farms	8 OZ	1 Tbsp.	.04
1332113	Italian Parsley, fresh	Cross Valley Farms	1 LB	1 Tbsp.	.06
4326401	Fresh Basil	Cross Valley Farms	1 LB	1 Tbsp.	.06
012466	Figs	Food Innovations	5 LB	½ cup	.60
1228394	Raisins	Packer	24/15 OZ	½ cup	.46
3783982	Almonds, slivered	Blue Diamond Growers	4/2 LB	1 Tbsp.	.13
4228292	Dried Apricots	Packer	5 LB	1 oz.	.33
3857877	Dried Banana Chips	Food Innovations	5 LB	½ oz.	.27
4298493	Cashews, roasted	Fisher	3/2 LB	1 Tbsp.	.14
8884934	Sunflower Seeds	Monarch	3/2 LB	1 Tbsp.	.07
1980077	Yogurt Plain Greek Fat Free	Glenview Farms	6/32 OZ	2 Tbsp.	.13
6560577	Crumble Feta Cheese	Glenview Farms	2/5 LB	1 Tbsp.	.08
3587490	Shredded Parmesan cheese	Roseli	4/5 LB	1 Tbsp.	.15
0032920	Crumble Blue Cheese	Glenview Farms	3/5 LB	1 Tbsp.	
1787258	Blue Marble Jack Cheese	Glenview Farms	6/1.5 LB	½ oz.	.13
7963028	Buttermilk Ranch Dressing	Chef's Line	4/1 GA	2 Tbs.	.28
0317321	Sherry Vinegar	Rykoff Sexton	16.75 OZ	2 Tbsp.	.24
0043042	Italian Dressing	Kraft	4/1 GA	2 Tbsp.	.14

US FOODS® A-CODE	PRODUCT	BRAND	CASE PACK	PORTION SIZE	PORTION COST
1945534	EVOO	Rykoff Sexton	4/3 LT	1 Tbsp.	.12
3737699	Honey	Monarch	12/12 OZ	½ tsp.	.03
4333597	Capers	Rykoff Sexton	12/16 OZ	½ tsp.	.03
6001457	Coriander	McCormick	14 OZ	½ tsp.	.04
6058762	Mustard Seeds	McCormick	22 OZ	1 tsp.	.04
9032962	Oregano	McCormick	13 OZ	½ tsp.	.04
4999470	Kosher Salt	Monarch	12/3 LB	1/8 tsp.	.01
0760447	Ground Black Pepper	Monarch	16 OZ	1/8 tsp.	.01

CHEF'S SUGGESTIONS

- College and Healthcare cafés should make SuperCobb Wraps at least a two-day event that straddles mid-week schedule changes, so everyone gets the chance to enjoy it.
- Diagram your station set-up for SuperCobb Wraps mise en place prior to the day of the event. This diagram will help your servers set the station for maximum efficiency.
- Offer two varieties of SuperCobb Wraps per day during the promotion; no more, no less.
- Spreads and purées should be placed into squeeze bottles for easy application.
- Mise en place – be ready to go! Arrange all ingredients and spreads.
- Coordinate with the back-of-house team to keep the deli counter amply stocked with SuperCobb Wraps throughout the serving period.
- Don't be stingy with the portion size. You are garnering a premium price for these SuperCobb Wraps, so let's make them special.
- Remember: the quality of a wrap is only as good as its weakest ingredient. US Foods® products are of the highest quality, so be sure that your proteins, spreads and produce match that quality level.

QUALITY ASSURANCE STANDARDS

- Cook all potentially hazardous foods to at least the minimum safe internal temperatures as follows: chicken/ mixtures-165°F, pork-145°F, beef-145°F, fish-145°F, ground beef-160°F.
- Take and record temperatures of all potentially hazardous foods before placing in service lines and every 60 minutes during service.
- Hold all hot foods in service lines at 140°F or above. If standard cannot be maintained, pull the item and reheat to an internal temperature of 165°F (in less than one hour) before placing back in the service line. If reheating is not accomplished in less than one hour, discard item.
- Potentially hazardous foods that are cold must be kept at 40°F or below during service. Proper use of ice baths must be maintained.
- Hold all food for customer self-service behind sneeze guards.
- Stir sauces frequently during service to distribute heat. Turn meats and vegetables to better distribute heat.
- Frequently replace utensils with clean ones during service period.



PREMIER

THE POWER OF PARTNERSHIP