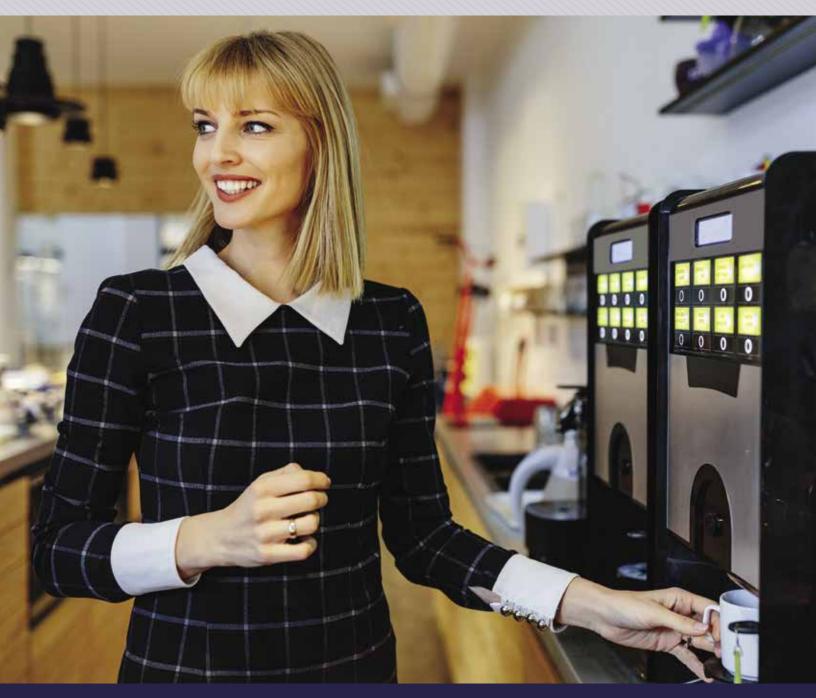
Drive Sales. Help Fuel Guests All Day Long

Business travelers and guests on the go are gravitating toward grab & go snacking options. Drive sales and profits from your lobby, pantry and grab & go areas with the same top brands your customers choose when they're at home, from **Hillshire*** Snacking Plates to **Jimmy Dean*** Butcher Wrapped Sandwiches.















Better Breakfast On-the-Go

As the competition to differentiate heats up, understanding how guests' breakfast needs are evolving can help your operation stand out. As one example, more consumers are eating their morning meal in- transit than ever before. With breakfast habits shifting to fit consumers' busy schedules and include more snacking, a plate of bacon & eggs or stack of pancakes is no longer all customers look for. Guests now appreciate the ability to take breakfast with them wherever they may go and at any time they choose. Offering options in your lobby market/ pantry that are convenient and portable is a way to keep guests satisfied and spending on premise even when they venture out. Here are additional details on the key trends at breakfast.

TOP APPEALING ATTRIBUTES AT BREAKFAST

HEALTHY

FILLING

CONVENIENT

FLAVORFUL

64%

Of breakfast eaters say a healthy breakfast is **high in protein**, more than any attribute measured

Source: Mintel Restaurant Breakfast and Brunch Trends, September 2018 Technomic Breakfast Consumer Trend Report 2018

Portable Forms

What's Trending?

New handheld items and breakfast bowls that are portable for off-premise meals



Breakfast sandwiches are top growing item at breakfast

Source:Technomic Breakfast Consumer Trend Report 2018



A third of consumers (33%) agree it's important for operators to offer portable packaging for breakfast items



Among consumers aged 18-34, 33% eat their weekday breakfast en route to another location

Breakfast **Proteins** Move Beyond Pork

What's Trending?

- Poultry substituting traditional breakfast meats like bacon and sausage
- · More turkey sausage and turkey bacon on dishes
- Grilled and fried chicken in egg dishes and on breakfast sandwiches

Why?

 White meat poultry is seen as a healthier alternative to bacon and sausage



42%

of millennials would like more restaurants to offer **chicken for breakfast**



39%

of millennials would like more restaurants to offer **turkey for breakfast**

Source: Mintel Restaurant Breakfast and Bruch Trends, September 2018 Technomic Breakfast Consumer Trend Report 2018

30%

of consumers are purchasing breakfast far outside of morning hours more often.

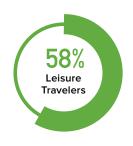
1 in 10

breakfast eaters snack for breakfas ·50%

snacks total half of all eating occasions

Source: NPDCREST Year Ending Feb. 2019 As Younger Generations





surveyed said portable food and beverage options was important when choosing food and beverage at a hotel.

Source: Technomic Lodging Study 2019



Jimmy Dean Simple Scrambles® Breakfast Cups

Wake up and enjoy a fresh made breakfast with **Jimmy Dean Simple Scrambles*** Breakfast Cups. They're available in five savory varieties: Sausage & Cheddar Cheese, Meat Lovers & Cheddar Cheese, Bacon & Cheddar Cheese, Turkey Sausage & Cheddar Cheese, and a Three Cheese option—all made with two real eggs! Our breakfast cups are packed with 18+ grams of protein per serving for a hearty breakfast that's ready in seconds.



FEATURES & BENEFITS

- Fully cooked, includes Jimmy Dean* meat, two real liquid eggs and real cheese, deliciously seasoned
- Package includes everything needed for a breakfast
- 18+ grams of protein per cup
- Offers quality ingredients that resonate with consumers
- No operator prep needed: customers enjoy a hearty breakfast option
- Appeals to consumers looking for a great source of protein that they can enjoy any time
- Customers enjoy a savory breakfast in minutes almost anywhere
- * Shipped refrigerated
- * Must be kept in refrigeration

Code	Description	Case Pack	Net Wt. (lb.)	Nut. Serving Size (g)	Cal (kcal)	Fat (g)	Trans Fat (g)	Chol. (mg)	Sod. (mg)	Carb. (g)	Protein (g)
10000065046	Meat Lovers, 5.35 oz	6	2.006	151	290	22	0	500	690	2	22
10000065047	Sausage, 5.35 oz	6	2.006	151	290	22	0	495	620	3	20
10000065048	Bacon, 5.35 oz	6	2.006	151	290	21	0	505	780	2	24



Jimmy Dean® Breakfast Bowls

Everything patrons love about morning in one place. Our hearty breakfast bowls have multiple meat options, fluffy eggs, homestyle potatoes and real cheddar cheese to help energize your customers' day.



- Up to 26 grams of protein per serving
- Convenient, single-serve microwaveable bowl
- All-in-one breakfast options with **Jimmy Dean**® quality meats
- Appeals to a wide range of today's consumers' desires
- Quick to heat and eat
- Satisfy on-the-go consumers anywhere with the hearty, satisfying breakfast ingredients they love
- * Shipped frozen
- * Must be kept in freezer

Code	Description	Case Pack	Net Wt. (lb.)	Nut. Serving Size (g)	Cal (kcal)	Fat (g)	Trans Fat (g)	Chol. (mg)	Sod. (mg)	Carb. (g)	Protein (g)
10000070615	Meat Lovers Breakfast Bowl, 7.0 oz	8	3.5	198	490	37	0	210	1130	16	23
10000047131	Bacon, Egg, & Cheese Breakfast Bowl, 7.0 oz	8	3.5	198	400	25	0	295	1150	18	26
10000047132	Sausage Breakfast Bowl, 7. oz	8	3.5	198	440	34	0	255	900	16	19



Jimmy Dean[®] Butcher Wrap & Film Wrap Breakfast Sandwiches

Start patrons mornings off right, no matter where they are, with a sandwich served on a warm biscuit, croissant or French toast. They're packed full of delicious meat and other high-quality ingredients.



FEATURES & BENEFITS

¹IRI National Consumer Panel, 52 weeks ending 11/05/17, Total US-All Outlets, NBD Dollars

- Protein Breakfast leader in repeat buyers1
- Branded, high-quality packaging, microwave safe
- Your guests recognize this popular brand that they already select at the store
- Multiple protein and carrier options
- Easy to merchandise with high customer confidence
- Different options appeal to a wide range of customers
- * Shipped frozen * Designed for refrigeration with 7 days shelf life

Code	Description	Case Pack	Net Wt. (lb.)	Nut. Serving Size (g)	Cal (kcal)	Fat (g)	Trans Fat (g)	Chol. (mg)	Sod. (mg)	Carb. (g)	Protein (g)
10000051362	Bacon, Egg, & Cheese Biscuit, 3.6 oz	12	2.7	102	330	20	0	130	970	27	10
10000010325	Sausage Biscuit, Twin Pack, 3.4 oz	60	12.75	96	380	28	0	35	600	23	8
10000011802	Sausage Egg & Cheese Croissant Sandwich Flow Wrap, 4.5 oz	24	6.75	127	410	27	0	145	600	28	13
10000011859	Sausage Egg And Cheese Croissant Sandwich Butcher Wrap, 4.9 oz	12	3.675	138	470	33	0	155	780	28	14
10000051400	Southern Style Chicken Biscuit, 6.3 oz	12	4.75	179	550	31	0	50	1090	51	18
10000051366	French Toast & Sausage Sandwich, 3.9 oz	12	2.925	110	340	21	0	65	670	29	9
10000051328	Blazin' Hot® Spicy Sausage, Egg & Pepperjack Cheese on a Biscuit, 5.0 oz	12	3.75	142	480	35	0	155	1220	28	14
10000051334	Jimmy Dean Delights® Canadian Bacon Muffin made With Whole Grain, Egg White & Cheese, 4.5 oz	12	3.37	128	240	5	0	15	750	32	16
10000051335	Jimmy Dean Delights® Turkey Sausage Muffin made With Whole Grain, Egg White & Cheese, 5.1 oz	12	3.83	144	250	7	o	30	740	29	18



Jimmy Dean[®] Morning Combos

Turn classic breakfast fare into portable, bite-size pairings. Each combo pack is ready to eat straight from the package or can be heated in under 30 seconds for a warm and tasty snack, anytime. With at least 7 grams of protein per pack, it's the perfect option to meet customer needs on-the-go.



Code	Description	Case Pack	Net Wt. (lb.)	Nut. Serving Size (g)	Cal (kcal)	Fat (g)	Trans Fat (g)	Chol. (mg)	Sod. (mg)	Carb. (g)	Protein (g)
10000011496	Mini Maple Pancakes and Maple Sausage Bites, 3.27 oz	8	1.63	93	310	19	0	35	700	27	8
10000039494	Mini Honey Biscuits and Sweet Hot Sausage Bites, 3.32 oz	8	1.66	94	340	22	0	30	600	27	7
10000011495	Blueberry Muffin and Sausage Bites, 3.52 oz	8	1.76	99	340	21	0	65	610	30	8





America's #1 brand of breakfast sandwiches.

The **Jimmy Dean**® brand is America's #1 brand of breakfast sandwiches. We offer a full line of breakfast sandwiches that pack full flavor with premium ingredients to make any breakfast better. The Jimmy Dean® brand is a trusted customer favorite since 1969.

Source: IRI POS L52WE 01/28/18

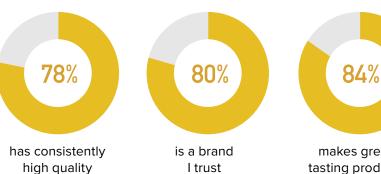
99%

of consumers are aware of the *Jimmy Dean*® Brand

80%

of these consumers would purchase this brand

What consumers say about Jimmy Dean® Brand...



makes greattasting products

Source: 2019 Tyson Brand Awareness Study



BREAKFAST BOWL **Meat Lovers**

Jimmy Dean® Breakfast Sandwiches

- Reduce labor and waste cost

Jimmy Dean Simple Scrambles® Breakfast Cups

Jimmy Dean® Breakfast Bowls

- All-in-one breakfast option

24/7 Food Access

Food and beverage in lodging operations has moved from being something that's nice to have during only some dayparts to an expectation every hour of every day. While some service areas still operate on traditional daypart hours, additional grab-and-go options are being added throughout many types of properties to capitalize on the consumer demand for different options throughout the day. Gone are the traditional dayparts and now you can meet guests where they are in terms of late-night food options, mid-afternoon snacks, happy hours, etc.

Source: Technomic Snacking Consumer Trend Report 2018

86%

of lodging operators agree or completely agree that refrigerated snacks such as sandwiches, wraps, and fresh fruits are becoming more important to their guests.

66%

of business and leisure travelers said they would be more likely to purchase food at a hotel if it offered more convenient options.



Sandwiches continue to demonstrate their role as a staple within consumers needs.

37%

of consumers eat a sandwich once a week or more 2/3

of these sandwiches are eaten on the go

Source: Menu monitor, 2018 Sandwich Consumer Trend Report

Tips and Tricks

Having the right assortment for today's most popular flavors can help ensure you appeal to your audience and are getting the most bang for your buck.



MOST POPULAR COLD SANDWICH ASSORTMENT:

Italian Style
Ham and Cheese
Turkey and Cheese
Chicken Salad
Tuna Salad



MOST POPULAR HOT SANDWICH ASSORTMENT:

Cheeseburger Spicy Chicken



80%

of consumers say they snack between meals at least once a day 凸

52%

of consumers find high-protein snacks appealing



With 70% of consumers purchasing a snack at a retail outlet at least once a month, now is the time to elevate your grab-and-go selection.

TOP GROWING SNACK CATEGORIES:

Adult Protein Snacking Dried Meat Snacking Frozen Novelty Salty Snacks





Hillshire Snacking

Hillshire* Snacking Small Plates help you turn snacking into the sophisticated, on-the-go eating experience your customers are looking for. As a quality source of protein, they're perfectly portioned with layers of thoughtfully inspired, multi-dimensional flavors. These combinations satisfy anyone looking to break away from routine snacking.



FEATURES & BENEFITS

- · Natural cheese with on-trend flavors
- 16+ grams of protein per serving
- · Culinary-inspired flavors with exciting combinations and textures
- Perfectly portioned for on-the-go eating
- * Shipped refrigerated
- * Must be kept in refrigerationw

- · High-quality ingredient for a premium, adult snacking experience
- 91% of consumers say Small Plates exceeded their expectation¹
- Hillshire Snacking is the share leader in Adult Snacking through December 28, 2019²

1 Early Trier Report 2017

2 Hillshire Snacking Performance Report 2019

Code	Description	Case Pack	Net Wt. (lb.)	Nut. Serving Size (g)	Cal (kcal)	Fat (g)	Trans Fat (g)	Chol. (mg)	Sod. (mg)	Carb. (g)	Protein (g)
10000020181	Genoa Salame and White Cheddar Cheese & Toasted Rounds, 2.76 oz	12	2.07	78	310	22	0	60	930	12	16
10000020182	Italian Dry Salame & Gouda Cheese, 2.76 oz	12	2.07	78	300	21	0	60	960	12	16
10000006479	Hot Calabrese Salame & Gouda Cheese, 2.76 oz	12	2.07	78	310	21	0	60	980	13	16
10000006480	Wine-Infused Salame & White Cheddar Cheese, 2.76 oz	12	2.07	78	310	22	o	60	910	13	16

²Technomic RMS Study 2017



Hillshire Farm® Smoked Sausage

Make snack time count with a **Hillshire Farm*** Smoked Sausage. With over 90% consumer awareness, the Hillshire Farm* brand is one your consumers know and trust. Sausage Rolls continue to deliver the great taste and variety people crave, with the convenience and quality you expect. Each of our smoked sausages provides quick and easy prep; just thaw, heat and serve as a light lunch or quick snack. We know that quality is always the most important ingredient, and we believe that anything worth doing is worth doing right.

- · Packaged in branded, individually wrapped film
- Merchandise refrigerated for microwave heating on-demand
- · Handheld snack
- The perfect size for on-the-go snacking

Code	Description	Case Pack	Net Wt. (lb.)	Nut. Serving Size (g)	Cal (kcal)	Fat (g)	Trans Fat (g)	Chol. (mg)	Sod. (mg)	Carb. (g)	Protein (g)
10000032550	CheddarWurst® Smoked Sausage Wrapped in a Bagel, 4.5 oz	24	7.35	127	360	16	0	35	670	38	15



Lunch & Dinner Sandwiches

Simple, delicious, quick and easy to prepare Hillshire Farm®, Like Mom's®, Pierre Signatures® and Pierre™ Lunch and Dinner Sandwiches are perfect on-the-go, wholesome options with a wide variety to satisfy consumer appetites. Think sandwich for a popular quick save, quick serve.



- Trusted brands that drive consumer repeat purchases
- Individually wrapped to help ensure safe food handling
- Clear, hand wrap packaging
- Meets a variety of needs with a full portfolio of sandwiches
- * Shipped frozen
- * Designed for refrigeration with 14 days shelf life

Code	Description	Case Pack	Net Wt. (lb.)	Nut. Serving Size (g)	Cal (kcal)	Fat (g)	Trans Fat (g)	Chol. (mg)	Sod. (mg)	Carb. (g)	Protein (g)
Hillshire Farr	nº Hand-Wrapped Deli Sandwiches										
10000039808	Turkey & Provolone Classic Sandwich, 8.11 oz	10	5	227	470	15	0	55	1410	55	28
10000039807	Chicken Salad Classic Sandwich, 8.11 oz	10	5	227	510	17	0	40	1100	66	23
10000039806	Ham & Swiss Classic Sandwich, 8 oz	10	5	224	490	17	0	70	1250	53	32
10000039774	Tuna Salad Classic Sandwich, 8 oz	10	5	224	510	17	0	25	940	69	21
10000039825	Turkey Bacon Club, 8.61 oz	10	5.38	241	550	19	0	65	2170	62	34
10000039828	Flat Bread Club, 9.79 oz	10	6.13	274	550	16	0	70	2510	63	37
10000039826	Cold Cut Combo, 9.21 oz	10	5.75	258	720	36	0	120	2670	61	36
10000039809	Flat Bread Italian, 8.61 oz	10	5.38	241	740	40	0.5	95	2750	62	35
Like Mom's®	Deli Sandwiches										
10000030204	Ham & Cheese on Wheat Bread, 4.64 oz	12	3.48	130	270	7	0	35	1060	34	17
10000030243	Turkey & Cheese on Wheat Bread, 4.64 oz	12	3.48	130	270	7	0	30	1010	35	15
10000097766	Chicken, Pepperoni, & Salami w/Cheese on Wheat Bread, 5.9 oz	12	4.43	165	430	21	0	80	1640	37	22
10000010100	Roast Beef, Turkey w/Pepper Jack Cheese on Wheat Bread, 5.8 oz	12	4.35	162	310	9	0	40	1440	36	21
10000051148	Chicken Salad On Wheat Bread, 4.5 oz	12	3.38	126	290	9	0	15	720	42	11
10000051147	Tuna Salad on Wheat Bread, 4.5 oz	12	3.385	128	290	8	0	15	540	41	13
10000001446	Roast Beef & Cheese on Wheat Bread, 4.8 oz	12	3.6	134	270	7	0	25	1060	34	17
10000001051	Ham & Cheese Club, 6.0 oz	12	4.5	168	350	12	0	60	1550	37	23



Code	Description	Case Pack	Net Wt. (lb.)	Nut. Serving Size (g)	Cal (kcal)	Fat (g)	Trans Fat (g)	Chol. (mg)	Sod. (mg)	Carb. (g)	Protein (g)
Like Mom's®	Deli Sandwiches (Continued)										
10000051152	Turkey & Cheese Club, 6.0 oz	12	4.5	168	360	11	0	40	1350	45	20
10000072122	Italian Grinder Sub, 7.3 oz	12	5.48	204	550	22	0	80	1380	64	25
10000002029	Turkey & Ham, 7.5 oz	12	5.63	210	440	11	0	50	1210	59	25
10000072103	Turkey & Cheese, 7.0 oz	12	5.25	196	420	12	0	40	1030	58	22
Pierre Signat	ures® Sandwiches										
10000097721	Cheeseburger, 7.07 oz	12	5.25	196	630	36	1.5	65	800	53	23
10000017556	Jalapeno Cheeseburger, 7.43 oz	12	5.12	206	630	36	1.5	65	900	53	23
10000012312	Spicy Chicken And Cheese Sandwich, 7.86 oz	12	5.81	217	510	21	0	55	1080	54	25
10000012311	Breaded Chicken And Cheese Sandwich, 7.61 oz	12	5.63	210	530	19	0	60	1000	65	26
10000001065	Barbecue Boneless Pork Rib Sandwich, 6.79 oz	12	5.03	188	520	24	0	50	1060	58	17
Pierre [™] Sand	wiches										
10000003293	Mini Twin Cheeseburger, 4.9 oz	12	3.68	137	420	23	1	45	740	37	16
10000003297	Mini Spicy Breaded Chicken Sandwiches, 5.5 oz	12	4.13	154	430	19	0	35	870	47	17
10000005606	Mini Sausage, Egg And Cheese Sandwich, 6.29 oz	12	9.45	176	480	27	0	205	1080	38	20



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Buy the product you need from the Tyson Foodservice brands you trust and earn points at the same time!

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Don't see it? We can get it! Contact Support@RealRewardsCafe.com















Visit TysonFSRewards.com to learn more about the program, review a complete listing of manufacturer products and available rewards.





Bosco® Sticks

Flavor-forward consumers love delicious **Bosco**® Sticks featuring a wide variety of fresh baked, fun-filled flavors that provide a tasty, flavorful eating experience.



FEATURES & BENEFITS

- 100% real cheese & homestyle fillings
- · Freshly baked, premium artisan bread
- · Made from scratch quality

- · Versatile center-of-the-plate entrée or à la carte item
- · Convenient, fast, no-mess solution
- · Easy prep, easy serve

Code	Description	Case Pack	Net Wt. (lb.)	Nut. Serving Size (oz)	Cal (kcal)	Fat (g)	Trans Fat (g)	Chol. (mg)	Sod. (mg)	Carb. (g)	Protein (g)
10024741120	IW Whole Grain Egg & Cheese with Maple Cheddar Topping Stuffed Breadsticks	72	2.24	2.25	160	7	0	55	340	17	8
17021081120	7" Breadstick Stuffed with Mozzarella Cheese	24	3.03	3.04	220	7	0	15	310	27	12
17030721120	IW 7" Whole Grain, Apple Sticks	72	3.03	2.96	200	3	0	0	170	38	5
17020721120	7" Pepperoni, Mozzarella Cheese and Pizza Sauce Stuffed Breadsticks	72	3.89	3.96	250	8	0	25	530	30	11



Jimmy Dean® Breakfast Sausage Bites

Turn classic breakfast fare into portable, bite-size pairings. Whether you choose the ready to eat combo pack or the simple prep sausage bites, either is perfect for any daypart snack time.



- Made with fully cooked Jimmy Dean® premium breakfast sausage
- · Coated with our unique, pre-sweetened pancake batter
- · Bite-size, fun breakfast finger food
- No MSG

- · Helps customers take their favorite breakfast anywhere
- Portable packaging
- 8 g of protein
- Heat & serve convience

Code	Description	Case Pack	Net Wt. (lb.)	Nut. Serving Size (oz.)	Cal (kcal)	Fat (g)	Trans Fat (g)	Chol. (mg)	Sod. (mg)	Carb. (g)	Protein (g)
10000019011	Whole Grain Original Breakfast Sausage Bites	189	0.90	2.71	230	13	0	25	480	20	8



Pierre™ French Bread Pizza, Wings, and Riblets

Simple, appetizing and fast meals for on-the-go. These items give the consumer quick options with a variety of flavor.



FEATURES & BENEFITS

- · Quality products
- Individually packaged in printed film for an eye-catching shelf appeal
- Simply heat according to directions for a hot, hearty meal
- * Shipped frozen
- * Designed to be used in a freezer or refrigerated unit

Code	Description	Case Pack	Net Wt. (lb.)	Nut. Serving Size (g)	Cal (kcal)	Fat (g)	Trans Fat (g)	Chol. (mg)	Sod. (mg)	Carb. (g)	Protein (g)
10000052000	8" Pepperoni French Bread Pizza, 5.0 oz	24	7.5	142	340	16	2	15	970	38	12
10000010522	8" Supreme French Bread Pizza, 5.3 oz	24	7.95	150	350	16	3	10	970	39	12
10000002512	Buffalo Style Chicken Wings, 2.75 oz	22	3.75	77	130	9	0	35	560	2	10
10000097719	Bonesless Buffalo Style Chicken Bites, 5.0 oz	12	3.75	140	270	10	0	50	600	24	22
10000002636	Boneless BBQ Riblets, 5.25 oz	12	3.93	147	470	35	0	70	1030	20	17



FOODSERVICE

Contact your Distributor Sales Representative, Tyson Sales Contact or visit TysonLodging.com for more information.

We are currently updating brands and packaging to what is represented here, some products may not currently be transitioned to what is pictured in this brochure.*