

**This Summer,  
Ride the Growing Wave  
of Seafood Popularity**

**Make Menu  
Magic**

**2006 Summer  
Promotion**

**June 1 - August 31, 2006**

**Earn 10,000 Foodservice Rewards™**

**Extra Points**



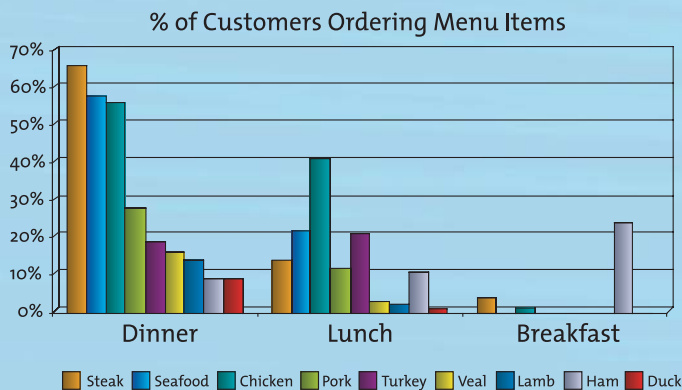
**Foodservice  
REWARDS.com**



# Get on Board and Build Your Bottom Line!

**A**s one of the hottest new menu trends, seafood delivers powerful profit potential for summer dining.

- ★ Seafood consumption is increasing 6% annually, making it the fastest growing protein source in the country.<sup>1</sup>
- ★ 77% of adults eat seafood at least once a month.<sup>2</sup>
- ★ Seafood is gaining solid momentum in key dayparts.<sup>3</sup>



- Seafood menu items have surpassed chicken at dinner and steak at lunch.
- ★ With a higher perceived value by consumers, seafood allows operators to build higher guest check averages.

In addition to the increasing consumer demand, seafood offers extensive menu flexibility that's perfect for lighter, summer fare. From fish tacos, that rank in the top 5 hottest trends<sup>4</sup>, to endless gourmet crab cake applications, King & Prince and Mrs. Friday's provide hundreds of recipes and serving suggestions to make seafood a red-hot seller on your summer menu.



Scallops Tomato Salad



Stuffed Crab



Lobster Sensations<sup>®</sup> Roll

<sup>1</sup>USDA, ERS – 2005

<sup>2</sup>Restaurant News Resource – May 26, 2005

<sup>3</sup>Restaurant and Hospitality, Full-Service Restaurant 2005 Consumer Preferences Study

<sup>4</sup>Bon Appétit Magazine – 2005





Premium Dinner Shrimp



Beer Battered Fish (made with Sam Adams®)



Krabbycakes®



Gourmet Crab Cakes



Buttermilk Popcorn Shrimp Over Tilapia



Shrimp, Crab & Parmesan Dip

**W**ith an unbeatable selection of delicious seafood and an endless supply of tantalizing menu ideas, King & Prince and Mrs. Friday's help you Make Menu Magic™ and boost your margins. Plus, enter your rewards codes for qualifying products between June 1 thru August 31 and earn up to 10,000 additional Foodservice Rewards® points.



Roasted Garlic & Herb SauceSations® Over Chicken



Fish Tacos

**Make Menu Magic™** 2006 Summer Promotion

For more information on our complete line of seafood favorites, call

**1-800-564-1557**

Or log on to [www.MakeMenuMagic.com](http://www.MakeMenuMagic.com)

# Build Your Sales, and Get Rewarded, With Seafood From King & Prince and Mrs. Friday's

## Crab Creations

**Gourmet Crab Cakes...**jumbo lump crabmeat with delicate seasonings... ideal for signature appetizers and entrées

**Stuffed Crab...**a flavorful mixture of blue crabmeat, crisp vegetables, tender breadcrumbs in a natural crab shell...an impressive entrée or surf 'n turf addition

**Crab Del Ray Stuffing...**a flavorful mixture of blue crabmeat, crisp vegetables, tender breadcrumbs... perfect for stuffed mushrooms and atop fillets

**Krabbycakes®...**real snow crab and premium imitation crab with Panko breading...a popular appetizer and distinct sandwich idea

## Shrimp Favorites

**Dinner Shrimp...**succulent, high quality shrimp expertly coated with traditional breadcrumbs for an impressive and delicious presentation...choose from Gourmet, Gold Pack™ and Golden Supreme® varieties.

**Buttermilk Shrimp...**tender shrimp with country buttermilk breading... the perfect blend of zest and crunch

**Spicy Buffalo Shrimp...**sweet, plump shrimp with spicy buffalo breading...a hot way to top cool salad greens

**Lightly Dusted Shrimp...**delicious shrimp cut midway between round and butterfly then dusted with seasoned flour...ideal for dipping and flavorful dinners

**Coconut Breaded Shrimp...**premium butterfly shrimp with shredded coconut breading...irresistible as an appetizer or tropical shore lunch

**Popcorn Shrimp...**bite-sized shrimp with crispy breading...a sure-to-please favorite for kids and adults

## Versatile Dip

**Shrimp, Crab & Parmesan Dip...**real shrimp and blue crab in a rich, creamy base...great with chips, as a pizza topping or with pasta

## Tender Calamari

**Calamari...**premium squid coated with crispy breadcrumbs...our special tenderizing process ensures a big hit at happy hour

## Flavorful Fish

**Tavern Battered™...**hand-cut fillets in a crispy batter flavored with natural hops and brewer's yeast...a classic Friday night sensation

**Beer Battered...**Samuel Adams® Boston Lager adds robust flavor to the crunchy batter surrounding our fish fillets... the shining star of a fish 'n chips special

## Shellfish Sensations

**Lobster Sensations™...**a premium blend of Maine lobster and delicate seafood...just right for a Po' boy with upscale appeal

**Seafood Sensations™...**a delicious combination of bay shrimp and imitation King crab...great for enchiladas, soups and salads



Calamari



Maui Munchers Popcorn Shrimp

# Make Menu Magic™ and Earn Up to 10,000 Extra Foodservice Rewards® Points

Each of these King & Prince and Mrs. Friday's products offers you great taste, exceptional versatility and Foodservice Rewards®. Add them to your menu and profit from the popularity of seafood. In addition to your standard Foodservice Rewards® points, you can earn double points when you purchase at least 10 cases of one product from three or more product groups. Enter your rewards codes between June 1 thru August 31, 2006 and reward yourself with double the points.

## Double Point-Earning Qualifying Products:

		PROMOTION POINTS	DOUBLE POINTS			PROMOTION POINTS	DOUBLE POINTS
<b>MEDITERRANEAN GROUP 1</b>				<b>ARCTIC GROUP 4</b>			
King & Prince	CRUNCHY BREADED POPCORN SHRIMP	50 PTS	50 PTS	King & Prince	GOLDEN SUPREME™ BREADED SHRIMP	100 PTS	100 PTS
King & Prince	FLOUNDER DEL REY	50 PTS	50 PTS	King & Prince	GOURMET CRAB CAKES	25 PTS	25 PTS
Mrs. Friday's	GOLD PACK™ BREADED SHRIMP	100 PTS	100 PTS	King & Prince	SHRIMP & CRAB PARMESAN DIP	50 PTS	50 PTS
Mrs. Friday's	BREADED SCALLOPS	25 PTS	25 PTS	King & Prince	COCONUT BREADED SHRIMP	50 PTS	50 PTS
Mrs. Friday's	TAVERN BATTERED™ COD	25 PTS	25 PTS	King & Prince	ITALIAN BREADED CALAMARI RINGS	25 PTS	25 PTS
Mrs. Friday's	CALAMARI RINGERS®	25 PTS	25 PTS	Mrs. Friday's	LOBSTER SENSATIONS™	25 PTS	25 PTS
Mrs. Friday's	BEER BATTERED COD	25 PTS	25 PTS				
<b>ADRIATIC GROUP 2</b>				<b>ATLANTIC GROUP 5</b>			
King & Prince	WESTERN STYLE BREADED SHRIMP	50 PTS	50 PTS	King & Prince	CAJUN STYLE CRAWFISH	50 PTS	50 PTS
King & Prince	ORIGINAL BUFFALO T/OFF SHRIMP	25 PTS	25 PTS	King & Prince	SPICY BUFFALO T/OFF SHRIMP	25 PTS	25 PTS
King & Prince	CRAB & SHRIMP CAKES	25 PTS	25 PTS	King & Prince	CAJUN STYLE SHRIMP SAUCESATIONS®	25 PTS	25 PTS
King & Prince	SW CHIPOTLE SHRIMP SAUCESATIONS®	25 PTS	25 PTS	King & Prince	BREADED MINI CRAB CAKES	50 PTS	50 PTS
Mrs. Friday's	GOURMET BREADED SHRIMP	100 PTS	100 PTS	Mrs. Friday's	GOURMET BREADED OYSTERS	25 PTS	25 PTS
Mrs. Friday's	KRABBYCAKES®	25 PTS	25 PTS	Mrs. Friday's	ALL RAW BREADED FISH	25 PTS	25 PTS
<b>CASPIAN GROUP 3</b>				<b>CARIBBEAN GROUP 6</b>			
King & Prince	BUTTERMILK POPCORN SHRIMP	50 PTS	50 PTS	King & Prince	GRILLMASTER SKEWERS	50 PTS	50 PTS
King & Prince	CREAMY SCAMPI SHRIMP SAUCESATIONS®	25 PTS	25 PTS	King & Prince	BREADED CALAMARI RINGS	25 PTS	25 PTS
King & Prince	BOLD BAJA POPCORN SHRIMP	50 PTS	50 PTS	King & Prince	ROASTED GARLIC & HERB SHRIMP SAUCESATIONS®	25 PTS	25 PTS
King & Prince	LIGHTLY DUSTED SHRIMP	50 PTS	50 PTS	Mrs. Friday's	TAVERN BATTERED™ HALIBUT	25 PTS	25 PTS
Mrs. Friday's	DUSTED AND DELICIOUS™ SHRIMP	25 PTS	25 PTS	Mrs. Friday's	STUFFED SHRIMP BAKERS™	25 PTS	25 PTS
Mrs. Friday's	ALL OVEN READY BREADED FISH	15 PTS	15 PTS	Mrs. Friday's	SEAFOOD SENSATIONS™	50 PTS	50 PTS
				<b>PACIFIC GROUP 7</b>			
King & Prince	FLOUNDER PRIMAVERA	50 PTS	50 PTS	King & Prince	FLOUNDER PRIMAVERA	50 PTS	50 PTS
King & Prince	MAUI MUNCHERS POPCORN SHRIMP	50 PTS	50 PTS	King & Prince	MAUI MUNCHERS POPCORN SHRIMP	50 PTS	50 PTS
King & Prince	BUTTERMILK BATTERED T/OFF SHRIMP	25 PTS	25 PTS	King & Prince	BUTTERMILK BATTERED T/OFF SHRIMP	25 PTS	25 PTS
Mrs. Friday's	TAVERN BATTERED™ POLLACK	25 PTS	25 PTS	Mrs. Friday's	TAVERN BATTERED™ POLLACK	25 PTS	25 PTS
Mrs. Friday's	TAVERN BATTERED™ SHRIMP	25 PTS	25 PTS	Mrs. Friday's	TAVERN BATTERED™ SHRIMP	25 PTS	25 PTS
Mrs. Friday's	BEER BATTERED HALIBUT	25 PTS	25 PTS	Mrs. Friday's	BEER BATTERED HALIBUT	25 PTS	25 PTS





## Drive Trial and Sales

Use our complimentary merchandising tools to build your menu, promote seafood items and increase your profits. Call us today to order:

- ★ Make Menu Magic Recipe CD
- ★ Seafood Merchandising Guide: *Maximize Your Restaurant's Profitability*

- ★ Professionally designed table tents and server buttons
- ★ Signature serving cups for Popcorn Shrimp
- ★ Website full of menu and recipe ideas

**Call Today**  
**1-800-564-1557**

## Reward Yourself!



1. Foodservice Rewards® is a frequent-buyer reward program for foodservice operators.
2. Every time you purchase eligible products from any of the 75+ participating brands, you'll earn valuable points. Redeem your points for thousands of top-quality, brand-name rewards that will help you build your business, motivate your staff or drive customer traffic.
3. Log on to [www.MakeMenuMagic.com](http://www.MakeMenuMagic.com) and register for this promotion to be eligible to receive your double points on qualifying products when at least 10 cases are purchased from each of three product groups. If you register after June 1st, your double points on qualifying products will accrue from the date you register. *Register today!*
4. If you're not a Foodservice Rewards® member, take advantage of this special program by enrolling today at [www.foodservicerewards.com](http://www.foodservicerewards.com). Enter this code during enrollment: 266R-6C89-J2TC and receive 250 points just for signing up.



800-564-1557



1232 North Fair Oaks Avenue,  
Pasadena, California 91103

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