

We are proud to introduce **Rastelli Butcher Shop Craft Burgers**. All of our Craft Burgers are handmade in the USA, always freshly frozen, and include no preservatives or artificial ingredients We are the only frozen burgers offering you convenience with the superior taste and quality of butcher shop **beef, turkey, and seafood**.

# 100% AMERICAN Black Angus Beef



USDA Upper 2/3 Choice 80% Lean Burgers / 20% Fat Born, Raised and Butchered in the USA Gluten Free

# ALL NATURAL Turkey breast



USDA Upper 2/3 Choice 80% Lean Burgers / 20% Fat Born, Raised and Butchered in the USA Gluten Free

# CERTIFIED ORGANIC GRASS FED BEEF



100% Authentic Grass-Fed Beef Raised on USDA-Certified Organic pastures Born, Raised and Butchered in the USA Gluten Free

# ANGUS BEEF Chuck & Short Rib



USDA Upper 2/3 Choice Combines Fresh Ground Short Rib with Chuck & Sirloin Born, Raised and Butchered in the USA Gluten Free

## PREMIUM ATLANTIC Salmon

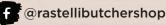


Marine Raised in Open Waters Good Source of Omega-3s All Natural Salmon Less fat and sodium than traditional burgers

# **BLENDED BEEF**



60% Beef / 40% Mushrooms 200 Gallons of Water Saved 1,600% Less Land Required 40% Less Saturated Fat 37% Less Energy Consumption



# DISTRIBUTION & PRICING

Our Craft Burgers:	Item #	PK	SZ	UOM	UPC
Black Angus Beef	13355	10	5.3	ΟZ	658533133551
Black Angus Short Rib	13354	10	5.3	ΟZ	658533133544
Organic Grass-Fed Beef	13358	10	5.3	ΟZ	658533133582
All Natural Turkey Breast	13357	10	5.3	ΟZ	658533133575
Premium Atlantic Salmon	13356	10	5.3	OZ	658533133568

Palletization – 54 Cases (540 LBS)

### **TI/High** – 5x7 (5 Cases/Layer, 7 High)



**Ultimate Tailgate Promotions** 



Promotional Cookouts + Events

For questions or sales support, please contact the representative below.





# OUR RECIPE FOR SUCCESS

# **MARKET SUPPORT**

- Market Research + Analysis
- Food Photography
- Digital Design Services

# **RETAIL PROGRAMS**

- Merchandising
- Meat + Seafood Case Displays
- Product Development
- Package Design + Branding
- POS Design + Print Services

# PROMOTIONAL SUPPORT

- Slotting
- Digital
- Weekly Promotions
- Delivered Prices First Receiver
- IRC's and Bounce Back Coupons
- Free Burgers for a Year Contest + Grill Kit

