



Flavor Options That Make Good \$ense



The top 500 national restaurant chains and top 100 independent restaurants found that by calling out specialty seasonings on their menus, increased their sales by 20% versus plain burgers. All varieties of burgers, from low value to fine dining menu options are capable of commanding 20% higher prices by naming burgers "Signature Seasoned", "Seasoned", "Garlic Burger", etc.*

Menu Analysis**

Hamburger grilled vs. seasoned.

| | Min | Avg | Max |
|---------------------------------------|--------|--------|---------|
| Seasoned | \$1.69 | \$7.43 | \$18.95 |
| Not Seasoned | \$0.89 | \$6.10 | \$17.00 |
| Differences (money left on the table) | \$0.80 | \$1.33 | \$1.95 |

At McCormick, increasing profit for our partners is what we're all about. That means we work to adapt to our operator's value by helping them margin up proteins with a cost effective pinch of high quality spices that go a long way toward dressing up your menu – and your bottom line.

Try the new chicken or hamburger sliders trend by adding any of these flavorful seasonings, to create a distinctive taste and style:

Crusting Blends™ starts with a unique blend of visible herbs and spices, then add even more appeal with panko breadcrumbs. Simply coat your favorite meat, fish, or poultry, then bake or fry. Healthier than deep-frying and faster than marinating, it's crunch time!

Shake it on. Pour it out. Rub it on. Blend it in. From traditional to trendy, simple fare to culinary wizardry, **Lawry's®** versatile product family opens up unlimited menu opportunities.

Authentic Asian ingredients that are distinctly delicious from **Thai Kitchen**.

As dishes such as Jambalaya, Gumbo, Red Beans & Rice, Blackened Fish and Creole Sauce gain mass appeal and appear on menus across the nation, that authentic New Orleans touch has never been more important – and no one delivers it like **Zatarian's**.

As the world's largest spice, herb, and seasoning company, you can expect the best in McCormick. Please contact your Sysco marketing associate or visit <http://www.mccormickfoodservice.com> for additional recipes and seasonings information.

*Source: Menu Monitor, June 2007 – June 2008

**Based on 1/4 to 1 pound burgers, similar toppings, sauces, breads, etc. These are averages across the country and do not represent specific menu pricing or costs.