

**TURN A PARTY OF 4
INTO A PARTY.**



**DINING OUT IS MORE FUN WITH THE SPICY
JALAPEÑO FLAVOR
CONSUMERS LOVE!**

WOOOOO!!!



GET YOUR TABLES FIRED UP

Anchor® Poppers® have been starting parties since 1992 when we invented the original stuffed jalapeño cheese appetizer. Today, there are even more flavors like the new Fire-Roasted Poblano & Jalapeño Popper Bites to excite diners and drive check averages.

PROVEN

People want Poppers. Patrons can buy them in 90% of grocery stores where they grew 6% in sales last year.²

POPULAR

Drive profits with spicy items like Poppers—the most popular flavor on appetizer menus today!

FUN

Shareable appetizers like Poppers make meals more fun and memorable. (And worth a repeat visit.)

FREE SAMPLE OFFER AT
WWW.ANCHORPOPPERS.COM



THE PARTY STARTS NOW.

The second diners take a seat, they're ready for food and fun—and Poppers can deliver in 6 minutes or less. Prompt the sale and increase check averages with a custom starter menu full of quick, shareable foods.



QUICK STARTS

Put together a menu of quick-prep party starters to kick the meal off right.

THE QUICK FIX

The whole table will enjoy this platter of Fire-Roasted Poblano & Jalapeño Popper Bites, Mozzarella Cheese Sticks, Beer Battered Thick Cut Onion Rings and Crispy Battered Green Beans with ranch and spicy ketchup.

FOOD COST* \$3.62

MENU PRICE \$8.99

PROFIT \$5.37

HAPPY HOUR

Connect starters and specialty beverages by pairing them on a special menu.

PINT + POPPERS

A light, refreshing pale ale cools down a plate of spicy Cream Cheese Jalapeño Poppers mixed with crispy jalapeño tires drizzled with housemade buttermilk ranch.

FOOD COST* \$1.07

MENU PRICE \$2.99

PROFIT \$1.92

FOOD+DRINK COST* \$2.24

FOOD+DRINK MENU PRICE \$5.99

PROFIT \$3.75



MY-SIZE PARTY STARTERS

Offer a menu of scalable starters with options sized for parties of 2 to 10.

MARGARITA MINGLERS

Bundle a pitcher of signature margaritas with Fire-Roasted Poblano & Jalapeño Popper Bites with chips and housemade enchilada fundito.

FOOD COST* \$2.39

MENU PRICE \$7.99

PROFIT \$5.60

FOOD+DRINK COST* \$6.39

FOOD+DRINK MENU PRICE \$19.99

PROFIT \$13.60

INVITATIONS ARE A MUST.

When your servers extend an invitation to try Poppers, guests appreciate the attentiveness, making them more likely to order a starter. This not only drives today's check average, but also makes guests more likely to return.³ Find more server training tips from Anchor® at www.AnchorPoppers.com.



Buttons

Table Tents

Coasters








ENTICE MORE ORDERS and add personality to the table with Poppers merchandise. Order today at www.AnchorPoppers.com.

PRODUCT SPECIFICATIONS



JOIN IN.

Earn points on every qualifying purchase of Anchor® Poppers®. Learn more at www.McCainInsidersClub.com.

POPPER BITES	Product Code	Case Pack	Net Weight	Gross Weight	Deep Fry		Count/ lb.	Piece Cost				
					Temp.	Time						
 NEW! FIRE-ROASTED POBLANO & JALAPEÑO POPPER BITES	30011027	2/4-lb. Bags	8.00 lb.	9.50 lb.	350°F	3 min.	20–23	\$0.22				
 BREADED CHEDDAR CHEESE & JALAPEÑO POPPER BITES	50010132	6/2.5-lb. Bags	15.00 lb.	17.00 lb.	350°F	2 min.	20–24	\$0.22				
CREAM CHEESE POPPERS	Product Code	Case Pack	Net Weight	Gross Weight	Deep Fry		Count/ lb.	Piece Cost				
 ORIGINAL CREAM CHEESE BREADED STUFFED JALAPEÑOS	30005620	4/4-lb. Cartons	16.00 lb.	17.27 lb.	350°F	3 min.	12–16	\$0.37				
CHEDDAR CHEESE POPPERS	Product Code	Case Pack	Net Weight	Gross Weight	Deep Fry		Count/ lb.	Piece Cost				
 ORIGINAL CHEDDAR CHEESE BREADED STUFFED JALAPEÑOS	30005630	4/4-lb. Cartons	16.00 lb.	17.30 lb.	350°F	3 min.	12–16	\$0.37				
SPECIALTY PRODUCTS	Product Code	Case Pack	Net Weight	Gross Weight	Deep Fry		Count/ lb.	Piece Cost				
 RED HOT CHILE CREAM CHEESE BREADED STUFFED JALAPEÑOS	30007470	4/4-lb. Cartons	16.00 lb.	17.30 lb.	350°F	3 min.	12–16	\$0.38				
 SHRIMP ON THE HALF-SHELL® STUFFED JALAPEÑOS	30010430	2/4-lb. Cartons	8.00 lb.	8.47 lb.	350°F	4¼ min.	9–12	\$0.79				
 FIESTA BOLD POPPERS™ CREAM CHEESE BREADED STUFFED JALAPEÑOS	30010718	2/4-lb. Cartons	8.00 lb.	10.00 lb.	350°F	3–3½ min.	12–16	\$0.38				
BAKEABLE PRODUCTS	Product Code	Case Pack	Net Weight	Gross Weight	Deep Fry		Bake (Conventional)		Bake (Convection)		Count/ lb.	Piece Cost
 CHEDDAR CHEESE BREADED STUFFED JALAPEÑOS	30007975	6/2-lb. Bags	12 lb.	12.78 lb.	350°F	4¾ min.	450°F	6 min. per side	400°F	4½ min. per side	12–16	\$0.36
 CREAM CHEESE BREADED STUFFED JALAPEÑOS	30007962	6/2-lb. Bags	12 lb.	12.74 lb.	350°F	4¾ min.	400°F	7 min. per side	400°F	4½ min. per side	12–16	\$0.36

GET THE PARTY STARTED AT YOUR PLACE. For a free sample, more menuing suggestions, server training tips and merchandise downloads, visit www.AnchorPoppers.com or call 1.800.POPPERS.

*Based on approximate total plate food costs including average distributor markup.

¹Radix Market Research 2011

²Nielsen 2011

³Suggestive Selling—The Key to Increasing Revenue, Profit and Customer Satisfaction, Mercantile Systems 2011

