

# The Monterrey Monthly

FEBRUARY'S TIPS, TRENDS & SAVINGS FROM MONTERREY PROVISION COMPANY

## February's Menu Idea:

### Heart Smart Adobo Turkey Wrap

At just 350 calories and 20 grams of protein, this wrap is chock full of smoky, delicious flavor and is sure to be a customer favorite!

Mix 1 ounce of Chef's Pride mayo lite, ½ ounce of Roland chipotle peppers in adobo sauce and 2 ounces of Nasco Gourmet pico de gallo . Spread on a Mission whole-wheat tortilla. Top with 3 ounces of Jennie-O home-style turkey, 1 ounce of Pacific Cheese sharp cheddar, 1 lettuce leaf and ripe tomatoes. Roll it up and slice to serve.



**Make \$3.22 gross profit with this item!**

Ingredient Item Description	Monterrey Item #	Each Pack	Ounces per wrap	Food Cost per wrap
Jennie-O Home-style Turkey	5372	9#	3 ounces	\$0.86
Pacific Cheese Sharp Cheddar Loaf	1066	5#	1 ounce	\$0.18
Mission Tortilla 12 inch whole wheat tortillas	2315	Dozen	1 tortilla	\$0.31
Chef's Pride Mayo Lite	2087	1 gallon	1 ounce	\$0.08
Roland Chipotle Peppers/Adobo Sauce	2311	7 ounce	½ ounce	\$0.14
Nasco Gourmet Pico de Gallo	7675	1 gallon	2 ounces	\$0.20

## Menu Board Tip!

### Today's Special

Highlight menu items that are lower in calories and high in protein. Include nutrition facts in the description and watch your sales soar. Studies show that customers also respond favorably to descriptions such as "heart smart," "low fat," and gluten free."



## Farm Fresh!

Monterrey delivers the farm fresh produce that makes your sandwiches and salads stand out! Contact your Monterrey rep for a full list of the freshest produce available now.

**Food Cost: \$1.77**  
**Suggested Retail: \$4.99**  
**Gross Profit: \$3.22**  
**Food Cost %: 35%**

**BUYING TIP:**  
**PURCHASE BY THE CASE**  
**& SAVE EVEN MORE!**



# The Monterrey Monthly's Featured Brands: CHEF FRANCISCO, CHUCKANUT BAY & ENGLISH BAY BATTER

Featured prices are available from February 1 – 29, 2012

## Spice up your sales with unique & flavorful soups!



Tempt your customers' palates and increase your bottom line sales by offering irresistible soups.

Description	Item #	Case Pack	Discount
Chef Francisco Creole Chicken Gumbo	5932	4/4#	\$.50/case
Chef Francisco Fire Roasted Vegetable Soup	5889	4/4#	\$.50/case
Chef Francisco Chicken Tortilla Soup	5926	4/4#	\$.50/case
Chef Francisco Lobster and Crab Bisque	5924	4/4#	\$.50/case

## February Merchandising Tips!

Hearts, cherubs and valentines take center stage, and with just a little creativity, you can increase this month's sales. Create a display of creamy cheeses, artisan breads and specialty items available from Monterrey. Display in high traffic areas or offer your customers pre-packed baskets of items for sale. Enhance your menu with "Heart Smart" or "Valentine" menu specials! Ask your Monterrey rep about our full array of sweet treats that your customers won't be able to resist!



## Save on February Sweets!

February is the perfect month to provide your customers with the most delicious and decadent desserts. Monterrey offers a wide variety of dessert items, including Chuckanut Bay's rich and creamy individual cheesecakes, in regular and gluten-free varieties and English Bay Batter's irresistible cookies!

Description	Item #	Case Pack	Discount
English Bay White Chocolate Macadamia Nut Cookie Dough	9367	128/2 oz	\$2.00/case
English Bay Double Chocolate Cookie Dough	9372	204/1.25 oz	\$2.00/case



Description	Item #	Case Pack	Discount
New York Individual Cheesecake	2913	12/4 oz	\$1.50/case
New York Individual Cheesecake ** Gluten Free **	2914	12/4 oz	\$1.50/case
Chocolate Individual Cheesecake	2915	12/4 oz	\$1.50/case
Very Berry Individual Cheesecake	2916	12/4 oz	\$1.50/case
Strawberry Individual Cheesecake	2917	12/4 oz	\$1.50/case