

NEW TENDERS FROM PIERCE CHICKEN®

THREE FLAVORS

WITH UNBEATABLE MENU VERSATILITY.

Your customers can't resist chicken tenders—so give 'em a taste of something unforgettable with our exciting new products in a variety of on-trend flavor profiles.

SAVORY HD CHICKEN® TENDERLOIN

Our "high-definition" chicken tenders are lightly breaded and perfectly savory.

46%
OF U.S. MENUS
FEATURE CHICKEN
STRIPS!

CHICKEN AND WAFFLE TACO

Fold a round Belgian waffle in half and fill with Savory HD Chicken® Tenderloins, a drizzle of maple syrup, Louisiana hot sauce and crumbled bacon.

SPICY GUAJILLO CHILI TENDERLOIN

The bold guajillo pepper adds heat and complex flavor to this chicken tender, perfect for adventurous eaters!

+104%
GROWTH OF
GUAJILLO
ON U.S. MENUS
OVER THE PAST
FOUR YEARS^{1,2}

SPICY CHICKEN NAAN WICH

This Indian-inspired sandwich features our Spicy Guajillo Chili Tenderloins, arugula, red onion and mango chutney stuffed into crispy folded naan bread. Serve with spicy curry yogurt sauce.

SWEET HEAT TENDERLOIN

Features a balanced blend of sweet and spicy ingredients for an irresistible flavor your patrons will love.

VIETNAMESE LETTUCE CUPS

Fill a crisp lettuce cup with our Sweet Heat Tenderloins, garlic mayo, hoisin sauce and a drizzle of sriracha. Top with crushed peanuts and chopped cilantro to serve.

Product Code	Description	Breading Style	Size	Prep Method	Net Weight	Case Pack
Uncooked Breaded, Par-fried						
3012	NEW Savory HD Chicken® Tenderloin	Traditional	Select, Natural Fall	Fry/Oven	10 lb	2/5 lb
3014	NEW Spicy Guajillo Chili Tenderloin	Traditional	Select, Natural Fall	Fry/Oven	10 lb	2/5 lb
3013	NEW Sweet Heat Tenderloin	Traditional	Select, Natural Fall	Fry/Oven	10 lb	2/5 lb

THEY'RE CALLED "TENDERS" FOR A REASON. Flavor and quality set Pierce Chicken tenders apart from the rest:

- Select, natural fall tenders come from small chickens, not cut down or portioned from jumbo chickens
- This meat is more tender and flavorful—the best you can buy!
- Lightly breaded, in line with the trend away from heavily breaded fritters
- Big, bold taste appeals to today's consumers
 - **SAVORY HD CHICKEN®** mirepoix marinade enhances natural chicken flavor
 - **SPICY GUAJILLO CHILI** peppers deliver a pleasant flavor and heat level—and guajillo is one of *Flavor & The Menu* magazine's top 10 trends for 2017!
 - **SWEET HEAT** strikes the perfect mix of sweet and spicy



Contact us today to find your chicken solution. POULTRY.COM | 800-336-9876

^{1,2} Datassential MenuTrends, menu penetration growth, 2016

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