

= COATINGS =



YOU'LL FIND THAT OUR BREADERS & BATTERS CHECK ALL THE BOXES!

KEY SELLING BENEFITS

When it comes to Breaders & Batters, you'll want to look for:

- ▶ Improved texture
- ▶ Formulations designed for a greater sophistication of flavor
- ▶ Excellent adherence and hold time

PROTEINS



Breaders & batters are growing alongside specific proteins like seafood, poultry, tofu and pork.

- +221% Hot Chicken
- +163% Chicken & Waffles
- +28% Spicy Tuna Roll
- +20% Fish Taco
- +11% Beer Battered Fish

Trending Forward

Ranked by 4 year penetration growth



FRIED APPETIZERS



Stuffed bites, cheese curds, and fried vegetables are a growing opportunity for batters.

- +112% Arancini
- +36% Croquette
- +60% Mac & Cheese
- +35% Cauliflower
- +60% Cheese Curd
- +23% Pickle
- +54% Green Tomato
- +16% Fritter

+17% PANKO

+12% HAND BREADED

+7% PARMESAN CRUSTED

UNIQUE COATINGS



Using our breaders with "bowl adds" can enhance health, taste or texture; and provides a great way to create signature, on-trend menu items.

- | | | |
|----------------|-------------|------------|
| Quinoa | Potato Chip | Macadamia |
| Lotus Flour | Corn Flake | Pretzel |
| Dukkah | Semolina | Wheat Germ |
| Chickpea Flour | Plantains | |
| Pistachio | Fennel | |
| Wasabi | Coriander | |

Key Macro Trends (SOURCE: Datassential Proprietary Coatings Report April 2018)

= COATINGS =



BREADERS & BATTERS



| PRODUCT CODE | DESCRIPTION | CASE GROSS WT. | PALLET | CUBE | CASE DIMENSIONS | KEY FEATURES | PRODUCT APPLICATION |
|--------------|---|----------------|--------|------|----------------------|--|---|
| 733-0140 | KRUSTEAZ PROFESSIONAL TEMPURA BATTER MIX | 6/5 lb | 12 x 4 | 0.80 | 15.44"x9.56"x11.25" | <ol style="list-style-type: none"> 1. Light, airy paper thin coating. 2. Use as either a batter or dry breader. 3. Produces visually appealing texture. | Fried vegetables, shrimp, other proteins, and fruit. |
| 733-0150 | KRUSTEAZ PROFESSIONAL TEMPURA BATTER MIX | 25 lb | 12 x 8 | 0.68 | 13.19"x11.94"x6.75" | | |
| 733-0180 | KRUSTEAZ PROFESSIONAL TEMPURA BATTER MIX | 50 lb | 12 x 4 | 1.20 | 13.19"x11.94"x13.13" | | |
| 733-0260 | KRUSTEAZ PROFESSIONAL FRI-EAZ SEASONED BREADER & BATTER MIX | 6/5 lb | 12 x 4 | 0.80 | 15.44"x9.56"x11.25" | <ol style="list-style-type: none"> 1. Tight coating to reduce oil consumption. 2. Can be used as a dry breader or batter. 3. Seasoned flour has notes of onion, garlic and a hint of nutmeg. | All products except fruit. |
| 733-0280 | KRUSTEAZ PROFESSIONAL FRI-EAZ SEASONED BREADER & BATTER MIX | 50 lb | 12 x 4 | 1.20 | 13.19"x11.94"x13.13" | | |
| 733-0200 | KRUSTEAZ PROFESSIONAL FISH & CHIP BREADER & BATTER MIX | 25 lb | 12 x 8 | 0.68 | 13.19"x11.94"x6.75" | <ol style="list-style-type: none"> 1. Light, crisp coating with minimal oil absorption. 2. Use as either a batter or dry breader. | Fish, shellfish, and vegetables. |
| 733-0660 | KRUSTEAZ PROFESSIONAL WESTERN CHICKEN BREADER & BATTER MIX | 25 lb | 12 x 8 | 0.68 | 13.9"x11.94"x6.75" | <ol style="list-style-type: none"> 1. Superior adhesion to chicken, providing extra crispy exterior. 2. Use as either a batter or dry breader. 3. Balanced blend of herbs and spices for robust flavor. | Signature fried chicken, vegetables and other proteins. |



PANKO, BREADCRUMBS & CRACKERMEAL

| PRODUCT CODE | DESCRIPTION | CASE GROSS WT. | PALLET | CUBE | CASE DIMENSIONS | KEY FEATURES | PRODUCT APPLICATION |
|--------------|---|----------------|--------|------|---------------------|---|--|
| 733-0405 | KRUSTEAZ PROFESSIONAL PANKO JAPANESE BREADCRUMBS - FINE | 35 lb | 4 x 7 | 2.61 | 23.50"x8.00"x24.50" | <ol style="list-style-type: none"> 1. Traditional Japanese breadcrumb with neutral flavor that lets flavor of protein come through. 2. Available in fine and coarse. 3. Customizable flavor. | Great for chicken, fish, shellfish, or vegetables. |
| 733-0410 | KRUSTEAZ PROFESSIONAL PANKO JAPANESE BREADCRUMBS - COARSE | 25 lb | 6 x 5 | 2.61 | 20.00"x24.00"x7.00" | | |
| 733-0415 | KRUSTEAZ PROFESSIONAL ITALIAN BREADCRUMBS - COARSE | 20 lb | 6 x 12 | 0.99 | 14.75"x5.50"x21.00" | | |
| 733-0425 | KRUSTEAZ PROFESSIONAL FRI-EAZ AMERICAN BREADCRUMBS - FINE | 20 lb | 6 x 12 | 0.99 | 14.75"x5.50"x21.00" | <ol style="list-style-type: none"> 1. Mix of romano cheese, onion, garlic, and parsley. 2. Rich golden brown and crispy texture. | Great outside coating or pre-dust for proteins, cheese and vegetables. |
| 733-0430 | KRUSTEAZ PROFESSIONAL AMERICAN BREADCRUMBS - COARSE | 15 lb | 6 x 12 | 0.99 | 14.75"x5.50"x21.00" | | |
| 733-0440 | KRUSTEAZ PROFESSIONAL CRACKERMEAL - FINE | 25 lb | 6 x 12 | 0.99 | 14.75"x5.50"x21.00" | <ol style="list-style-type: none"> 1. Fine and coarse varieties. 2. Light coating that allows flavors to come through. 3. Neutral flavor that is easy to customize. | Great outside coating or pre-dust for proteins, cheese and vegetables. |
| 733-0445 | KRUSTEAZ PROFESSIONAL CRACKERMEAL - COARSE | 25 lb | 6 x 12 | 0.99 | 14.75"x5.50"x21.00" | | |
| | | | | | | <ol style="list-style-type: none"> 1. Distinct crunchy texture. 2. Easily customizable. 3. Easily customizable. | Great for chicken, fish, shellfish, or vegetables. |



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Visit krusteazpro.com for recipes and product details.