



# Wrap Speed:

## Buffalo-Style Shrimp and Chicken Wraps

Fast to make, faster to serve and very likely to be the most effective sandwich promotion you'll run all year.

# Introduction

## These sandwiches will fly out of the server at phenomenal speed. Here's why:

All the right elements work together to give your Wrap Speed Promotion record-breaking potential:

**Buffalo-Style.** Buffalo wings have soared in popularity since their legendary late-night beginnings in 1964 at the Anchor Bar in upstate New York. Today you can “Buffalo-style” practically anything and make it a hot seller.

**Chicken and Shrimp.** Two items that “Buffalo-style” particularly well are chicken and shrimp. Some like it crispy, some like it grilled. We offer both varieties.

**Wrap Sandwiches.** Evolving from the burrito in the 1980s, the wrap sandwich took less than a decade to become a staple in the American diet – handy, tasty, practically spill-proof, it strikes a chord with the growing “less carbs, more fillings” faction of sandwich lovers.

**Fast to Make.** With only a handful of ingredients in each of our wrap recipes, the wraps are a snap to assemble.

**Faster to Serve.** There are four recipes. You'll offer only two per day. Pre-roll and stack at least 70% of your anticipated volume for lightning-fast service. During lunch, the server will make the remaining wraps at the grill station. Customers are served pronto while seeing the fresh assembly – and leftovers (if any!) are minimized.

**Phenomenal Value.** The recommended price point of only \$3.99 will be popular with your customers and profitable for you.

**Phenomenally Fast-Selling.** We've seen lunch sales of this menu concept top 400 sandwiches a day in a big café!

Use this power intelligently! Our mantra, “**Do Less but Do It Better,**” definitely applies here. All four recipes are popular – there's no need to offer them all at the same time. Break up the menu, offering just one or two a day as laid out on the next page.

When you run “Wrap Speed”, the wraps should be the only menu items offered at the grill on the day or days of the promotion. Keep it simple, and keep it fast!



# Menu Options

From the operators’ perspective, it is easier to offer the fried shrimp and fried chicken wraps on the same day. On the next day, pair the grilled shrimp and grilled chicken wraps on the same day. The key is only offering two of the wraps at a time. This keeps kitchen production and grill station set-up to a minimum and sets the stage for “Wrap Speed” service.

The finished product for all of the Buffalo-style wraps is identical. The only ingredients displayed at the grill station on the day of the promotion should be the ones used to produce the Buffalo-style wraps.

We recommend producing at least 70% of the wraps prior to service as part of kitchen production. The server can make the remaining wraps at the grill station during service. This practice keeps waste to a minimum. Your customers will enjoy seeing the wraps being prepared at the station, which adds authenticity to the promotional menu and aids in your ability to capture a premium price.

Location Size	Promotion	Menu
Large Facilities	Day 1	Buffalo-Style Crispy Shrimp & Chicken Wraps
	Day 2	Buffalo-Style Grilled Shrimp & Chicken Wraps
Small Facilities	Week 1	Buffalo-Style Crispy Shrimp & Chicken Wraps
	Week 2	Buffalo-Style Grilled Shrimp & Chicken Wraps



# Product Information

## Four great products – one great promotion!

### A little background on exceptional breaded products offered by US Foods®.

<p><b>Harbor Banks® Spicy Toss N’ Serve Shrimp</b> Based on a top-selling appetizer at many of America’s leading chains, US Foods has made this dish easy to prepare. Pre-portioned sweet chili sauce packets (packed in each case of breaded shrimp) provide the perfect shrimp-to-sauce ratio. The crispy shrimp coating stands up to sauce without getting soggy.</p>	
<p><b>Patuxent Farms® Buffalo-Style Breaded Chicken Tenderloin Fritters</b> Turning up the heat with new variations on classic bar fare, the new spring lineup includes updates to everyone’s favorite protein – chicken. With the addition of Premium Buffalo-Style Chicken Tenderloin Fritters, Patuxent Farms offers breading that delivers bold favors of hot sauce and vinegar.</p>	
<p><b>Grilled or Sautéed Shrimp</b> Frozen shrimp (21-25 count, peeled and deveined) are the perfect size for our Buffalo-Style Grilled Shrimp Wrap. This size shrimp is cost-effective and big enough not to get lost in the wrap sandwich.</p>	
<p><b>Grilled or Sautéed Chicken Breast</b> Grill 4-5 oz. chicken breast and slice them on a bias just before service.</p>	

# Menu & Marketing Opportunities

---

## Wrap Menu

### **Buffalo-Style Crispy Chicken Wrap**

Buffalo-style crispy chicken with julienned red onion, celery, iceberg lettuce and diced tomato, crumbled bleu cheese and Ranch dressing in a traditional wrap.



### **Buffalo-Style Crispy Shrimp Wrap**

Buffalo-style sweet and spicy crispy shrimp with julienned red onion, celery, iceberg lettuce and diced tomato, crumbled bleu cheese and Ranch dressing in a traditional wrap.



### **Buffalo-Style Grilled Chicken Wrap**

Buffalo-style grilled chicken in Buffalo sauce with julienned red onion, celery, iceberg lettuce and diced tomato, crumbled bleu cheese and Ranch dressing in a traditional wrap.



### **Buffalo-Style Grilled Shrimp Wrap**

Buffalo-style grilled shrimp in Buffalo sauce with julienned red onion, celery, iceberg lettuce and diced tomato, crumbled bleu cheese and Ranch dressing in a traditional wrap.



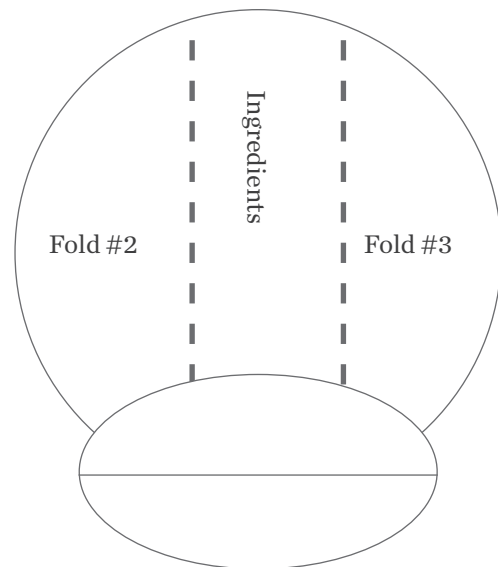
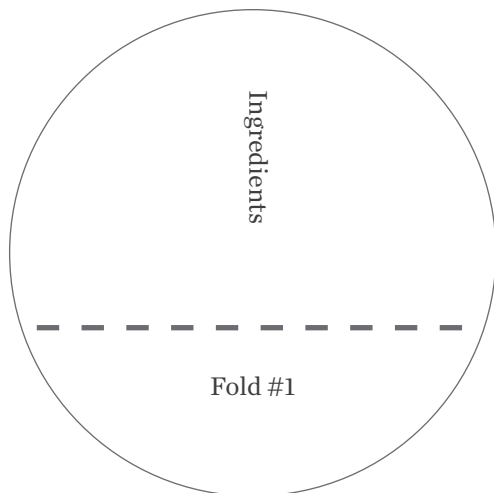
# Menu & Marketing Opportunities

---

## How to Wrap it Up

### Folding Full-Sized and 6” Snack Wraps

1. Place ingredients into the center of 12” tortilla (full-sized) or 6” tortilla (snack wrap).
2. Fold the bottom  $\frac{1}{3}$  of the tortilla up and over the ingredients.
3. Then pull the ingredients toward you with the tortilla.
4. Fold the left side over the ingredients.
5. Fold the right side over the ingredients.
6. Roll it up.
7. The filling is moist enough to stay together.
8. Cut on a diagonal.
9. Then serve.



# Marketing Materials

## Use our designed posters and flyers for a bigger impact.

These advertising and marketing pieces highlight exceptional product quality, will build anticipation and traffic, and overcome any resistance to the slightly higher price point.

**e-Media** – Add your dates and get your message into the rotation on monitors throughout the facility. Also include it on your café’s website.

**Poster** – Place the (22” x 28”) “Wrap Speed” poster at the entrance of the café the day before the event.

**Promotional Flyer** – Have these “available tomorrow” flyers printed onsite with a quality color copier. Make sure the print quality is good and color is accurate.

If desk drops are permitted, have one of these flyers distributed to every hospital work station the day before the event. Post flyers on department bulletin boards and in high-traffic areas throughout the facility. Also consider placing a stack of these in your seating area.



22” x 28” Poster



8.5” x 11” POS Flyer



Table Tents

# Marketing Timetable

---

Some facility cafés make the promotion a much-anticipated monthly event. Every café should run it at least once a quarter.

## **One Week Before the Event**

Plan your electronic media to launch two days before the event. This includes messaging on monitors throughout the facility, a splash on your café's homepage, and if you have a customer database or social media presence, then email, Tweet and/or make a post to Facebook.

## **Two Days Before the Event**

Along with e-media, post flyers on department bulletin boards, in break rooms and at the café entrance. With permission, you can also place them in waiting rooms, lobbies, elevators and other high-traffic areas around the facility.

## **Day of the Event**

Use an 8.5"x11" POS at the point of sale to identify the BBQ menu offer. Use the menu template provided in the operator's guide to add your pricing and any menu changes; then print and distribute.

## **After the Event**

Remove posters, flyers, intranet posting and electronic messages.

Review the day's sales, consider how the promotion was staged and see if there's anything you'd do differently the next time it runs. If you have adjustments, make a note and review them along with customer comments at your next staff meeting.





# Pricing Strategy

## Introduce a new product ... ALWAYS introduce a new price!

Considering the “added value” for this amazing promotion this is a perfect opportunity for you to increase your check average! These promotional wraps should be priced higher than your everyday wraps.

MENU ITEM	FOOD COST	SUGGESTED SELLING PRICE
Fried Chicken & Shrimp		
Buffalo-Style Crispy Chicken Wrap	\$1.23	Use average costing to set minimum price, plus what the market will bear.
Buffalo-Style Crispy Shrimp Wrap	\$1.66	
Average Cost	\$1.45	\$3.99

MENU ITEM	FOOD COST	SUGGESTED SELLING PRICE
Grilled Chicken & Shrimp		
Buffalo-Style Grilled Chicken Wrap	\$1.44	Use average costing to set minimum price, plus what the market will bear.
Buffalo-Style Grilled Shrimp Wrap	\$1.83	
Average Cost	\$1.64	\$3.99

## VALUE PRICED or PREMIUM PRICED?

As you can see, the average cost of Buffalo-style wraps is approximately the same. This is one promotion that carries a relatively low product cost. While we are confident that institutional customers can be charged up to \$6.99 for these delicious wraps, you may want to value price them at \$3.99. A \$3.99 selling price generates a 39% average product cost.

However, your pricing strategy should take into consideration the financial objectives for your individual operation. These Buffalo-style wraps are guaranteed to be best-selling menu items. You should feel confident setting a higher selling price range of \$4.99-\$6.99, if that is more in tune with your gross profit objectives.

Pricing reflects information available at the time of the US Foods® Order Guide file import. US Foods reserves the right to change pricing at any time. Therefore, final item pricing will be confirmed at checkout.



Pricing reflects information available at the time of the US Foods Order Guide file import. US Foods reserves the right to change pricing at any time. Therefore, final item pricing will be confirmed at checkout.

# Ingredients & Food Cost

## Buffalo-Style Crispy Chicken Wrap

Buffalo-style crispy chicken with julienned red onion, celery, iceberg lettuce and diced tomatoes, crumbled bleu cheese and Ranch dressing in a traditional wrap.

USF #	Product	Brand	Portion	Portion Cost
2823482	Tortilla Flour 12"	del Pasado™	1 ea.	\$0.19
7777642	Buffalo-Style Chicken Tenderloin Fritters	Patuxent Farms®	5.0 oz.	\$0.81
5332242	Shredded Iceberg Lettuce	Cross Valley Farms®	½ cup.	\$0.03
4373841	Tomato, #1 Grade, 5 x 6	Cross Valley Farms	½ oz.	\$0.03
32920	Crumbled Bleu Cheese	Glenview Farms®	½ oz.	\$0.09
9332099	Celery, Diced ¼"	Cross Valley Farms	½ oz.	\$0.03
4329090	Buttermilk Ranch Dressing	Monarch®	2 Tbsp.	\$0.05
Total Food Cost: \$1.23				

## Buffalo-Style Crispy Shrimp Wrap

Buffalo-style sweet and spicy crispy shrimp with julienned red onion, celery, iceberg lettuce and diced tomatoes, crumbled bleu cheese and Ranch dressing in a traditional wrap.

USF #	Product	Brand	Portion	Portion Cost
2823482	Tortilla Flour 12"	del Pasado	1 ea.	\$0.19
8894271	Spicy Toss N' Serve Shrimp	Harbor Banks®	5 ea.	\$1.24
5332242	Shredded Iceberg Lettuce	Cross Valley Farms	½ cup.	\$0.03
4373841	Tomato, #1 Grade, 5 x 6	Cross Valley Farms	½ oz.	\$0.03
32920	Crumbled Bleu Cheese	Glenview Farms	½ oz.	\$0.09
9332099	Celery, Diced ¼"	Cross Valley Farms	½ oz.	\$0.03
4329090	Buttermilk Ranch Dressing	Monarch	2 Tbsp.	\$0.05
Total Food Cost \$1.66				



Pricing reflects information available at the time of the US Foods® Order Guide file import. US Foods reserves the right to change pricing at any time. Therefore, final item pricing will be confirmed at checkout.

# Ingredients & Food Cost

## Buffalo-Style Grilled Chicken Wrap

Buffalo-style grilled chicken with julienned red onion, celery, iceberg lettuce, diced tomato, crumbled bleu cheese and Ranch dressing in a traditional wrap.

USF #	Product	Brand	Portion	Portion Cost
2823482	Tortilla Flour 12"	del Pasado™	1 ea.	\$0.19
700409	Chicken Breast, Boneless, Skinless	Patuxent Farms®	5 oz.	\$1.00
5332242	Shredded Iceberg Lettuce	Cross Valley Farms®	½ cup.	\$0.03
4373841	Tomato, #1 Grade, 5 x 6	Cross Valley Farms	½ oz.	\$0.03
32920	Crumbled Bleu Cheese	Glenview Farms®	½ oz.	\$0.09
9332099	Celery, Diced ¼"	Cross Valley Farms	½ oz.	\$0.03
3636933	Wing Sauce	Monarch®	1 Tbsp.	\$0.02
4329090	Buttermilk Ranch Dressing	Monarch	2 Tbsp.	\$0.05
Total Food Cost				\$1.44

## Buffalo-Style Grilled Shrimp Wrap

Buffalo-style grilled shrimp with julienned red onion, celery, iceberg lettuce, diced tomatoes, crumbled bleu cheese and Ranch dressing in a traditional wrap.

USF #	Product	Brand	Portion	Portion Cost
2823482	Tortilla Flour 12"	del Pasado	1 ea.	\$0.19
6730717	Shrimp, Peeled & Deveined, 21/25 ct.	Harbor Banks®	4 oz. (4 ea.)	\$1.39
5332242	Shredded Iceberg Lettuce	Cross Valley Farms	½ cup.	\$0.03
4373841	Tomato, #1 Grade, 5 x 6	Cross Valley Farms	½ oz.	\$0.03
32920	Crumbled Bleu Cheese	Glenview Farms	½ oz.	\$0.09
9332099	Celery, Diced ¼"	Cross Valley Farms	½ oz.	\$0.03
3636933	Wing Sauce	Monarch	1 Tbsp.	\$0.02
4329090	Buttermilk Ranch Dressing	Monarch	2 Tbsp.	\$0.05
Total Food Cost				\$1.83



Pricing reflects information available at the time of the US Foods® Order Guide file import. US Foods reserves the right to change pricing at any time. Therefore, final item pricing will be confirmed at checkout.

# Tips, Facts & Tactics

---

## Purchasing

Two outstanding new products from US Foods® are naturals for the Crispy Buffalo-Style Wraps and more. Both are flavorful, frozen, easy to prep, value-priced and versatile:

1. New Harbor Banks® Spicy Toss N’ Serve Shrimp comes to your location frozen with pre-portioned sweet and hot chili sauce packets for the perfect shrimp-to-sauce ratio. The crispy shrimp coating stands up to the saucing without getting soggy. Perfect for wraps.
2. Patuxent Farms® Premium Buffalo-Style Chicken Tenderloin Fritters have Buffalo sauce worked into the breading. Hot and spicy with vinegar notes for a taste that is second to none.

Order liberally. Both of these proteins are frozen and easily stored. You can keep them handy for the next time you run “Wrap Speed,” but they can also kick entrée salads, po’ boys and other menu items into a higher gear.

## Chef Suggestions

- Diagram your station or mise en place set-up for Buffalo-style wrap prior to the day of the event. This diagram will help your servers set the station for maximum efficiency.
- Iceberg and romaine should be shredded.
- Spreads/sandwich dressings should be filled into squeeze bottles for easy application.
- Use dill pickle chips.
- Be sure to drain the coleslaw well before service; use tongs to add coleslaw to wraps.
- You can combine julienned red onion, celery and Fresno pepper into one mixture. This will cut down on the number of wrap assemble steps. (A Fresno pepper is a red jalapeño pepper, slightly milder.)
- Be sure to de-vein and de-seed the Fresno peppers before julienning.
- Don’t be stingy with the protein portion of the wraps.
- College and healthcare cafés should make “Wrap Speed” at least a two-day event that straddles mid-week schedule changes, so everyone gets a chance to enjoy it.
- House-made baker chips are also a nice touch: easy to make and an impressive value-added accent to the wrap presentation.
- Remember: the quality of a wrap is only as good as its weakest ingredient. US Foods® products are all of the highest quality, so be sure that your wraps, spreads and produce match that quality level.

# Recipes

## Buffalo-Style Crispy Chicken Wrap

Serving size: 1 ea.

- 1 ea. Traditional 10" Wrap
- 5 oz. Premium Buffalo-Style Breaded & Fried Chicken Fritters (cut into strips)
- 1/2 oz. Shredded Iceberg Lettuce
- 1/2 oz. Julienned Red Onion
- 1/2 oz. Julienned Celery
- 1/2 oz. Diced Red Tomato
- 1/2 oz. Crumbled Bleu Cheese
- 2 Tbsp. Ranch Dressing

Preparation:

1. Place wrap on cutting board or flat surface
2. Buffalo-style breaded chicken fritters (cut into strips)
3. Shredded iceberg lettuce
4. Julienned red onion
5. Julienned celery
6. Diced red tomato
7. Crumbled bleu cheese
8. Ranch dressing from squeeze bottle
9. Fold according to diagram provided
10. Cut on bias
11. Serve



Shredded lettuce,  
Buffalo-style crispy  
chicken tender



Julienned celery, red  
onion and diced tomato



Crumbled bleu cheese



Ranch dressing

# Recipes

## Buffalo-Style Grilled Chicken Wrap

Serving size: 1 ea.

- 1 ea. Traditional 10" Wrap
- 5 oz. Grilled Chicken (cut into strips)
- 1/2 oz. Shredded Iceberg Lettuce
- 1/2 oz. Julienned Red Onion
- 1/2 oz. Julienned Celery
- 1/2 oz. Diced Red Tomato
- 1/2 oz. Crumbled Bleu Cheese
- 1 Tbsp. Buffalo Sauce
- 2 Tbsp. Ranch Dressing

Preparation:

1. Place wrap on cutting board or flat surface
2. Add grilled chicken (pre-tossed in Buffalo sauce)
3. Shredded iceberg lettuce
4. Julienned red onion
5. Julienned celery
6. Diced red tomato
7. Crumbled bleu cheese
8. Ranch dressing from squeeze bottle
9. Fold according to diagram provided
10. Cut wrap on bias
11. Serve



Shredded lettuce,  
Buffalo-style grilled  
chicken breast



Julienned celery and  
red onion



Diced tomato



Crumbled bleu cheese  
and Ranch dressing

# Recipes

## Buffalo-Style Crispy Shrimp Wrap

Serving size: 1 ea.

- 1 ea. Traditional 10" Wrap
- 5 ea. Spicy Toss N' Serve Shrimp
- 1/2 oz. Shredded Iceberg Lettuce
- 1/2 oz. Julienned Red Onion
- 1/2 oz. Julienned Celery
- 1/2 oz. Diced Red Tomato
- 1/2 oz. Crumbled Bleu Cheese
- 2 Tbsp. Ranch Dressing

Preparation:

1. Place wrap on cutting board or flat surface
2. Spicy Toss N' Serve Shrimp
3. Shredded iceberg lettuce
4. Julienned red onion
5. Julienned celery
6. Diced red tomato
7. Crumbled bleu cheese
8. Ranch dressing from squeeze bottle
9. Fold according to diagram provided
10. Cut wrap on bias
11. Serve

Spicy Toss N' Serve Shrimp  
Preparation:

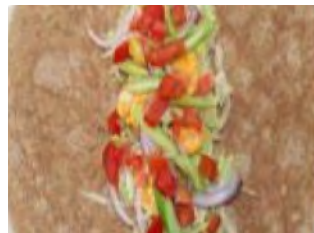
1. Fry shrimp according to instructions on the package.
2. Once shrimp are cooked, place in a large mixing bowl.
3. Then toss with the sweet and spicy chili sauce packet provided in the case of shrimp.
4. Note: Use one packet of sauce (12 oz.) for every 3 lb. cooked shrimp (3/4 lb. per case).



Shredded lettuce, Spicy Toss N' Serve Shrimp



Julienned celery and red onion



Diced tomato



Crumbled bleu cheese and Ranch dressing

# Recipes

## Buffalo-Style Grilled Shrimp Wrap

Serving size: 1 ea.

- 1 ea. Traditional 10" Wrap
- 5 oz. Grilled Shrimp (21-25 count)
- 1/2 oz. Shredded Iceberg Lettuce
- 1/2 oz. Julienned Red Onion
- 1/2 oz. Julienned Celery
- 1/2 oz. Diced Red Tomato
- 1/2 oz. Crumbled Bleu Cheese
- 1 Tbsp. Buffalo Hot Sauce
- 2 Tbsp. Ranch Dressing

Preparation:

1. Place wrap on cutting board or flat surface
2. Add grilled shrimp (already sauced)
3. Shredded iceberg lettuce
4. Julienned red onion
5. Julienned celery
6. Diced red tomato
7. Crumbled bleu cheese
8. Ranch dressing from squeeze bottle
9. Fold according to diagram provided
10. Cut wrap on bias
11. Serve

### Buffalo Shrimp Toss

- 1 lb. cooked shrimp
- 3/4 cup Frank's traditional Buffalo hot sauce

Preparation:

1. Place cooked shrimp in mixing bowl.
2. Add Frank's Medium Hot Sauce.
3. Toss cooked shrimp until lightly covered with sauce.
4. Place cooked and sauced shrimp into serving pan for service.



Shredded lettuce,  
Buffalo-style  
grilled shrimp



Julienned celery and  
red onion



Diced tomato



Crumbled bleu cheese  
and Ranch dressing



## Quality Assurance Standards

- Cook all MEATS & POTENTIALLY HAZARDOUS FOODS to at least the minimum safe INTERNAL temperatures as follows: Chicken/Mixtures-165°F, Pork-145°F, Beef-145°F, Fish-145°F, Ground Beef-158°F.
- Take and record temperatures of all Potentially Hazardous Foods before placing in service lines and every 60 minutes during service.
- Hold all hot foods in service lines at 140°F or above. If standard cannot be maintained, pull the item and reheat to an internal temperature of 165°F (in less than one hour) before placing back in the service line. If reheating is not accomplished in less than one hour, discard item.
- Potentially Hazardous Foods that are cold must be kept at 40°F or below during service. Proper use of ice baths must be maintained.
- Hold all food for customer self-service behind sneeze guards.
- Stir sauces frequently during service to distribute heat. Turn meats and vegetables to better distribute heat.
- Frequently replace utensils with clean ones during service period.

