



**METRO
DELI**®

ONLY THE FINEST MEATS MAKE THE CUT.

BELLY UP TO THE DELI

**WITH TRADITION AND QUALITY...
JUST LIKE YOUR NEIGHBORHOOD DELI**

Conjure up an image of a corner deli stocked with only the freshest, most quality ingredients and your time-honored memories will whisk you to the present-day Metro Deli®.

ALL NATURAL*

*NO ARTIFICIAL INGREDIENTS | *MINIMALLY PROCESSED | NO PRESERVATIVES | NO BINDERS OR FILLERS

If you're looking to make authentic sandwich creations, consider Metro Deli® the beginning and end of your journey. Our delectable, all natural deli meats offer simple, wholesome ingredients that you'll be proud to serve to your customers.



**METRO
DELI®**



THE DELI MEATS LEGENDARY SANDWICHES ARE MADE OF



**OVEN ROASTED
TURKEY BREAST**
1569425 | 2/8 LBA

Caramelized on the outside, juicy and flavorful on the inside, this pure turkey with salt is all natural.



**APPLEWOOD SMOKED
TURKEY BREAST**
2565976 | 2/6-8 LBA

Moist and tender with just-out-of-the-smokehouse flavor. Lower salt allows you to taste the all natural turkey first.



**BUFFALO STYLE
CHICKEN BREAST**
6968929 | 2/4 LBA

All natural chicken breast dry rubbed with a Buffalo seasoning blend, then deep fried for genuine, classic buffalo flavor.

**ALL NATURAL HONEY ROASTED
TURKEY BREAST**
8895328 | 2/4.5 LBA

Honey roasted with chipotle seasoning. Single lobe turkey breast made with whole muscle.



**OVEN ROASTED
CHICKEN BREAST**
6742027 | 2/4 LBA

All natural chicken breast, lightly rubbed with sugar, sea salt and a proprietary blend of spices and seasonings.



DEEP-FRIED CHICKEN BREAST
6742118 | 2/4 LBA

Oven roasted and then deep fried, this all natural chicken breast is golden brown on the outside and delectably tender and juicy inside.



DEEP FRIED TURKEY BREAST
6968994 | 2/8 LBA

Our innovative, extended-time, deep-frying method gives you a super-flavorful, all natural turkey with a deep, rich taste and tender bite.



UNCURED GOURMET HAM
3938214 | 2/7 LBA

Smoked with real applewood chips; no emulsion, just true solid muscle ham.



**APPLEWOOD SMOKED
HONEY HAM**
7664840 | 2/7 LBA

Applewood-smoked ham cured with cane sugar, salt and natural flavor.

**ALL NATURAL SMOKEHOUSE
UNCURED HAM**
8782690 | 2/5.5 LBA

Smoked on open racks using real hickory wood chips; made from fresh outside muscle.



ORIGINAL WITH SEA SALT, JALAPEÑO CHEDDAR AND HICKORY BARBEQUE KETTLE COOKED POTATO CHIPS*

8706962 | 55/1.5 OZ
 8706921 | 55/1.5 OZ
 8706988 | 55/1.5 OZ

Thick cut, American grown potatoes, kettle cooked in small batches to ensure every batch comes out deliciously seasoned and crunchy.



NATURALLY HARDWOOD-SMOKED PEPPERONI

2573517 | 2/3.5 LBA

All the smoky, spicy flavors you want in a pepperoni, but ours is all natural with a lively tang and deep red "cured" look from paprika.



NATURALLY HARDWOOD-SMOKED SALAMI

1996354 | 2/6 LBA

With a nice, mellow smoked flavor that brings out the delicious flavor of the meat. Minimally processed for traditional flavor and authentic texture.



UNCURED PASTRAMI NAVEL

2791366 | 2/4-6 LBA

Tender, rich and seasoned to perfection in the tradition of an old-world New York City deli, this pastrami is hickory smoked for a light, peppery taste.



ANGUS BEEF TOP ROUND

1603992 | 2/6-8 LBA
 2669117 | 2/6-8 LBA

Beef rubbed with salt and cracked black pepper, rack roasted in an open oven and caramelized to finish.



UNCURED PASTRAMI BOTTOM ROUND FLAT

2791309 | 2/7 LBA
 **2669216 | 2/7 LBA

USDA Choice Angus hickory smoked and traditionally seasoned for a light, peppery taste.



GENOA SALAMI

1996339 | 2/6 LBA

Delivers a subtle tangy flavor and distinct taste that will take you back to the old country.



UNCURED COOKED CORNED BEEF BRISKET

2791333 | 1/12 LBA
 **2669174 | 1/12 LBA

USDA Choice Angus lightly spiced with coriander, mustard seed, pepper, bay leaf and ginger.

BUTCHER SHOP STYLE ANGUS BEEF FRANKS

6991095 | 2/5 LB

All meat, skinless franks deliver a satisfying bite. Simple and all natural: beef, water, sea salt, sugar, spices, natural flavorings and dehydrated garlic.



****WEST COAST ITEM ONLY**

NEED MARKETING MATERIALS? LOOK NO FURTHER.

METRO DELI® COLLATERAL

TABLE TENTS

Create the craving the moment your customers sit down. Table tents promote a delicious Metro Deli meal that will be on their minds when they order.

5" x 6.5" (25 per pack)

Order through the Marketing Store.



CUSTOMIZABLE TABLE TENTS

Table tents allow you to insert the logo or name of your establishment.

Table Tent: 5" x 6.5" (25 per pack)

Order through the Marketing Store.

CUSTOMIZABLE CUSTOMER LOYALTY CARDS

A great sandwich isn't the only way to generate repeat business. Reward customers for their loyalty, allowing them to earn free sandwiches.

3.5" x 2" (25 per pack)

Order through the Marketing Store.



MENU & WRAP STICKERS

Menu stickers make it easier to identify the flavorful, all natural items. And when you're selling pound after pound of these delicious deli meats, Metro Deli stickers are the only way to secure the deli paper.

Menu Stickers:

1/2" x 1/2" (1,000 per roll)

Order through your US Foods sales representative.

Wrap Stickers:

1" x 1" and 2" x 2" (1,000 per roll)

Order through your US Foods sales representative.



METRO DELI® COLLATERAL

CEILING DANGLER

Suspended in the air, this ceiling dangler is sure to grab some attention. Encourage customers to look for the Metro Deli name everywhere.

8.5" x 24"

Order through the Marketing Store.



NUTRITIONAL GUIDE BOOKLET

Nutrition facts and recipes for Metro Deli's line of authentic products.

Order through the Marketing Store.



METRO DELI®					
All Natural Applewood-Smoked Turkey Breast					
Serving Size: 2 oz.					
Calories	Total Fat	Cholesterol	Sodium	Fiber	
80	0 g	35 mg	200 mg	14 g	
Ingredients: Turkey breast, turkey broth, salt, natural flavor.					
All Natural Honey-Roasted Turkey Breast					
Serving Size: 2 oz.					
Calories	Total Fat	Cholesterol	Sodium	Fiber	
70	1 g	30 mg	250 mg	11 g	
Ingredients: Turkey breast, turkey broth, honey, salt, brown sugar, Ribbed with sugar, chipotle pepper, maple sugar, spices.					
All Natural Deep Fried Turkey Breast					
Serving Size: 2 oz.					
Calories	Total Fat	Cholesterol	Sodium	Fiber	
60	1.5 g	30 mg	200 mg	12 g	
Ingredients: Turkey breast, turkey broth, salt, sugar, browned in vegetable oil.					
Uncured Gourmet Ham					
Serving Size: 2 oz.					
Calories	Total Fat	Cholesterol	Sodium	Fiber	
80	3 g	40 mg	530 mg	12 g	
Ingredients: Pork, water, cane sugar, salt, natural flavor.					
Smokhouse Uncured Ham					
Serving Size: 2 oz.					
Calories	Total Fat	Cholesterol	Sodium	Fiber	
110	2 g	35 mg	610 mg	10 g	
Ingredients: Pork, water, sugar, vinegar, sea salt, natural flavoring.					



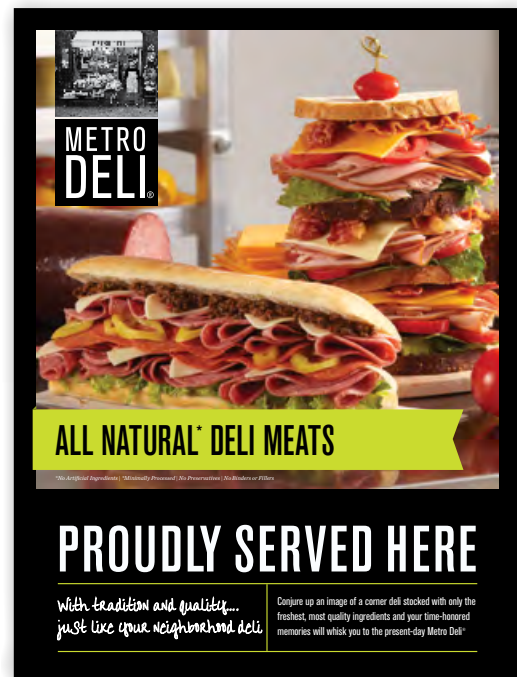
NUTRITIONAL FACTS & RECIPES FOR OUR LINE OF AUTHENTIC DELI PRODUCTS

POSTERS

Tempt customers from afar. Catch everyone's eye and let them know you're serving all natural Metro Deli goodness at your establishment.

11" x 17" and 18" x 24"

Order through the Marketing Store.



CHECK OUT WWW.USFMETRODELI.COM/GALLERY. SEE OUR CUSTOMER SUCCESS STORIES.

METRO DELI® COLLATERAL

DELI CASE CARDS

Your customers can see for themselves – Metro Deli meats are all natural, made from six ingredients or less.

Case cards let them place their orders with confidence.

6.5" x 3.75" (21 per pack)

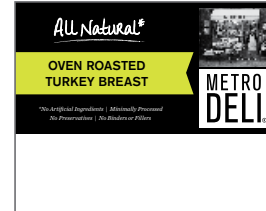
Basic case tags.

Order through the Marketing Store.

5" x 4" (21 per pack)

Writable case tags.

Order through the Marketing Store.



STATIC CLINGS

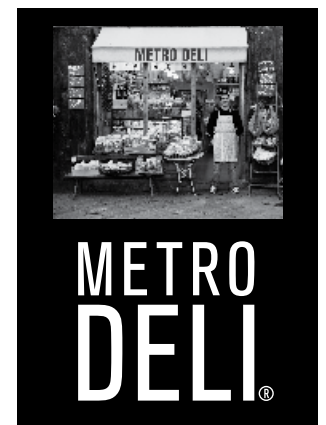
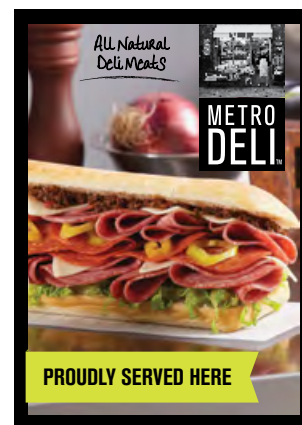
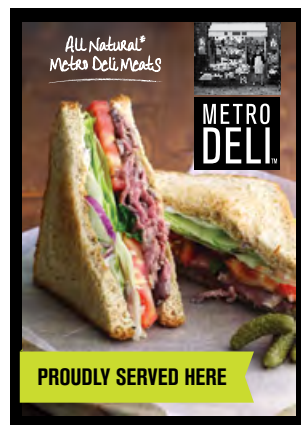
Whether on your windows or deli case, your customers can quickly see that you serve the best, all natural deli meats. Choose from three cling sizes.

Can also be used as a laptop sticker.

Small: 5" x 7" | Medium: 9" x 14"

Large: 13" x 21" (10 per pack)

Order through the Marketing Store.

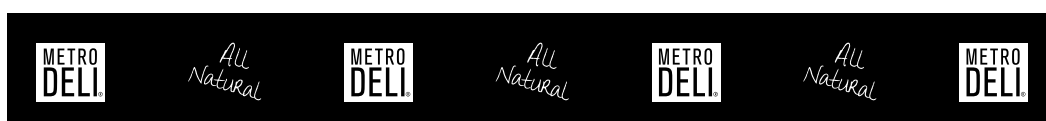


SHELF LINER

Decorate your shelves with the perfect reminder of why you're the best meal around – you serve all natural Metro Deli.

36" x 4"

Order through the Marketing Store.



METRO DELI® COLLATERAL

WALL MOUNT CHALKBOARD

Tell your customers about your Metro Deli sandwich specials on a one-of-a-kind chalkboard. Comes complete with a box of colored chalk.

18" x 24" and 24" x 36"

Order through the Marketing Store.



SANDWICH CHALKBOARD

Tempt your customers' taste buds from any angle. Write about your Metro Deli all natural meats on this handy chalkboard. Comes complete with a box of colored chalk.

24" x 42"

Order through the Marketing Store.



CHIP RACK

Rack up the sales on the latest chip craze. Metro Deli now offers a new line of kettle cooked potato chips. This rack is perfect for displaying all three flavors, as well as promoting impulse buying. With potato chips, you can't stop with just one.

23"H x 15"W x 7"D

Order through the Marketing Store.



APPAREL

Show off your great tastes and show who the leader in all natural deli meats is. They're great collectibles and create a uniform look for staff.

Order through the Marketing Store.



BASEBALL CAP



WHITE T-SHIRT



BLACK T-SHIRT



LADIES BLACK POLO



BLACK APRON



WHITE APRON

LUNCH BOX

Metro Deli makes it easy to offer boxed lunches that are perfect for catered seminars, corporate events, outdoor programs and more. Make a convenient, satisfying meal with sandwiches, plus our new kettle cooked chips and artisan sodas.

3½" Deep x 8½" Long x 5½" Wide
(250 per pack)

Also available in a stackable flat top.

Order through your US Foods sales representative.



DELI PAPER & TO GO BAGS

Everyone knows your sandwiches are too good to make it home. Wrap them up anyway in stylish deli paper that also makes it easier to eat on the run. And let them carry it in a Metro Deli bag to attract other customers.

Deli Paper: 12"x12"

(4/1000 per master case, 1000 per breaker case)

Order through your Territory Manager.

To Go Bags (1000 per pack)

Order through your US Foods sales representative.



MONOGRAM® PLEATPAK™

This isn't your normal sandwich wrap. They're perfect for fast wrapping and keeping items warm, while reducing moisture buildup.



Large and Extra Large (500 per pack)

Order through your US Foods sales representative.

WWW.USFMETRODELI.COM

Find everything you need to create a Metro Deli® experience for your business, attract customers and build profits.

All Natural™ NO ARTIFICIAL INGREDIENTS | MINIMALLY PROCESSED | NO PRESERVATIVES | NO BINDERS OR FILLERS

METRO DELI

BRING YOUR METRO DELI® TO LIFE

SALES | GALLERY | BRANDING PROCESS | SITE SURVEY | COLLATERAL | CES

BECOME THE NEWEST NEIGHBORHOOD DELI

WITH TRADITION AND QUALITY THAT YOU'LL BE PROUD TO SERVE

Legal/Terms of Use | Food Safety Contact Us | Download detailed process description | Request Site Survey



**METRO
DELI.**

*With tradition and quality ...
just like your neighborhood deli.*

Ask your
TM for more
information



 watch us on youtube

 like us on facebook

 follow us on twitter