



HOT FOR SUMMER

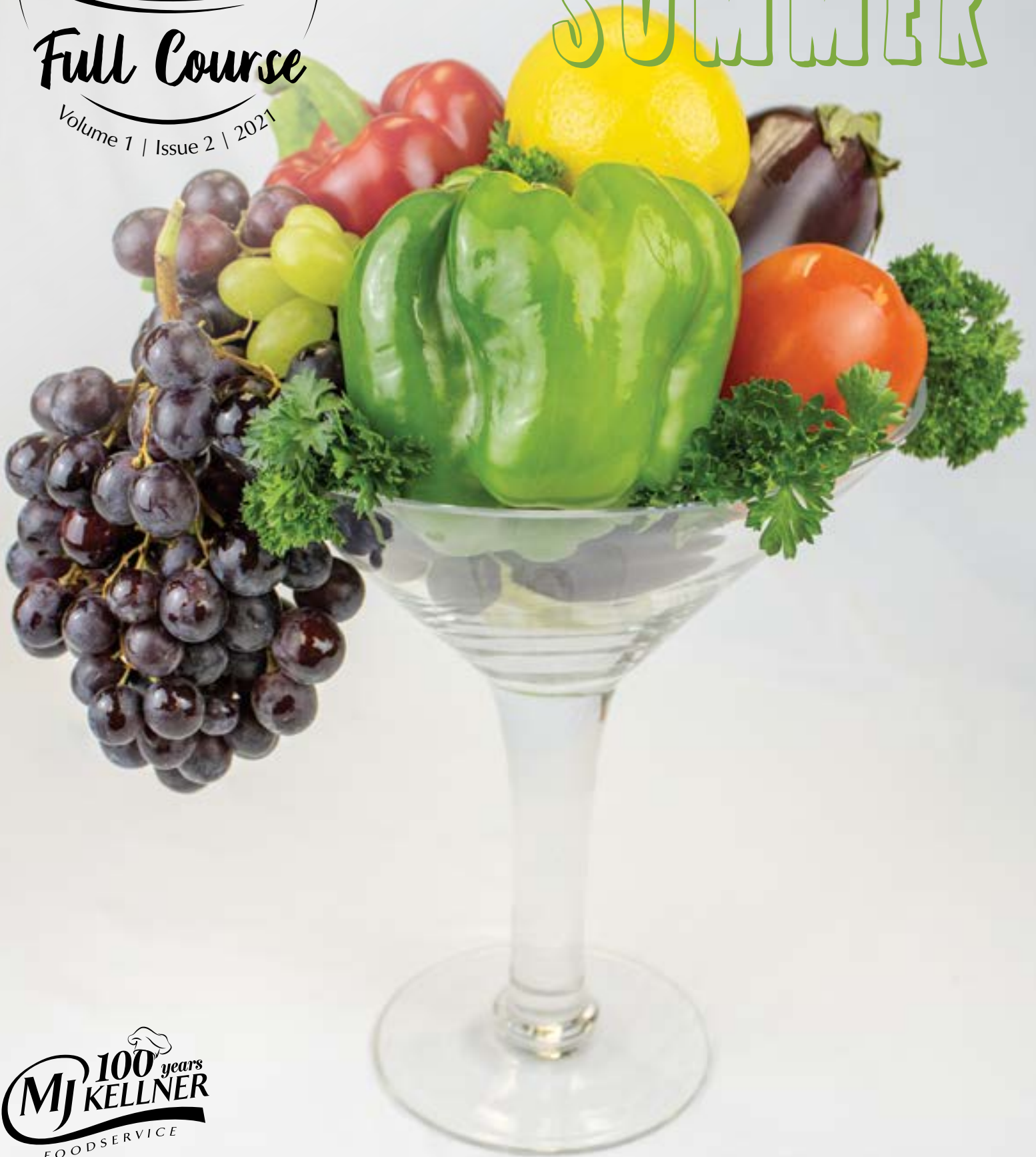




TABLE OF CONTENTS

Yea, I think the one thing I'd like to share the most about M. J. Kellner is that I've never met a team who is willing to work harder and go above and beyond than any other team I've ever worked with. If it wasn't for Bill and Julie and Brett Diamond I would not be where I am today. Those guys bend over backwards for me. They help me in every scenario possible. All I want to do is say thank you guys because I wouldn't be here without you.

Justin Richardson
Executive Chef and Partner with Curate and Vele Restaurants



Past few months have been pretty wild, imagine with COVID. MJ Kellner has really stepped up to the plate, always keeping us informed on shortages which is one of our biggest challenges. They are very competitive in pricing, always very up-front with me which is a very important part of the food business. MJ Kellner they are like a local distributor yet large enough to get me almost anything I need.

J.I. McDowell
Owner of Angelo's Pizza

WAREHOUSE OPERATIONS

Thank you to our MJ Kellner Warehouse Operations!

Our Warehouse has kept things going smoothly no matter the circumstances. This team has many long-term employees that have wonderful experience. They are great at training new employees and getting them acclimated to the warehouse.

We have three shifts. First shift, in general, unloads product from trucks, stages, and then puts product away in accurate slots. Second shift, in general accurately and productively picks, stacks, and stages orders to meet daily deadlines and ensure that we consistently "deliver success" to our customers. We have a small third shift that works to unload early receiving appointments and replenishes pick slots. We also have Operations Support Staff that contribute to our overall success by being responsible for picking up fresh meat and produce and getting it back to the warehouse under

proper temperatures. They also help with delivering products to customers in times of need. Each member of the team, helps to maintain the integrity of the warehouse.

The Warehouse is supervised by five Managers that are responsible for planning, organizing and monitoring the multiple shifts in the warehouse to ensure a smooth and consistent operation and satisfy customer requirements. They are also responsible for managing inventory by coordinating activities related to stocking and replenishing product.

The warehouse operations team is supported by Warehouse Clerks that perform clerical, secretarial, and administrative work, which provides assistance to managers and customer service.

All of these people have a very important role in the success of MJ Kellner. Again, we would like to thank MJ Kellner Warehouse Operations for a Job Well Done!

Welcome to our Hot for Summer issue of Full Course Magazine! This edition curate's items to serve for summer. Fresh ideas are provided for each chicken, rib, steak, and burger entrée.

We have enjoyed creating this new project for you! Our team of four women starts the planning with a rough draft, then cooks all of the items in house, designs the plate presentation, then photographs

and edits the final pictures. We hope you enjoy the content as much as we enjoy creating it for you.

Please save the dates for some exciting events:

- July 20th - Southern Region Food Show at Knights of Columbus in Breese, IL from 1:00-4:00pm
- October 18th - New Product Show at The Crowne Plaza in Springfield, IL

(Be on the lookout for invitations and reminders).

To you from the marketing team: Everything is fine when there is sunshine! We hope you have a Great Summer!

*Rayna Dambacher,
Joy White, Allison
Maynerich and
Rachel Douglas*
M. J. Kellner Marketing Team

FAJITA CHICKEN

South of the Border Flavors:

It's a great time to add some spice to your menu – the sun is shining, cold drinks are flowing and it's officially patio dining season. This seasoned chicken strip is pre-cooked, which saves time and creates quick tickets out of the kitchen.

Fajita Chicken:

Whole-muscle strips are marinated and seasoned with south of the border flavors.
Prep: For best results cook on a preheated grill at 400° for 5-10 min, turning once.
Serving Suggestions: salads, appetizers, pastas, wraps, tacos

Southwest Chicken Salad Recipe:

- Using a plate or bowl, fill with chopped or shredded lettuce.
- Create rows of fajita chicken (MJK# 66037), cheese, tomatoes, avocado, black beans and corn.
- Serve with chipotle ranch dressing
- Additional toppings: tortilla strips and black olives.

*Tableware: Thunder Group # 24120WT
American MetalCraft # CP9SH
Thunder Group # TBCO-70G*



Southwest Chicken Wrap

Packed with nutrition and flavor, containing black beans, corn, red onion, cilantro and fajita chicken. A nice kick to a customer favorite!

Chicken Piccata

Delicious take on the classic with butter, lemon, capers and white wine. You won't regret adding this to your menu!





Tableware: WINCO# WDM001-408

WHO IS BRAKEBUSH?

- A value-added processor of great tasting chicken products.
- Privately owned and U.S. operated since 1925.
- Four processing facilities: Westfield, Wisconsin (headquarters); Wells, Minnesota; Mocksville, North Carolina; and Irving, Texas
- State of the art cooking operation in Westfield, Wells and Mocksville and portioning in Irving.
- Providing a complete line of further processed chicken with over 200 products for Foodservice, Industrial, and Chain accounts.
- Multiple production lines with capacities ranging from 5,000 to over 10,000 pounds per hour.
- National Distribution Network
- Brakebush Transportation Company

- We offer the products, programs, promotions and culinary support to help you grow your business.
- Brakebush takes pride in being a socially responsible manufacturer.

Since 1925 our family business provides customers safe and high quality chicken products. Our customers prosper through our innovative solutions and highly personalized relationships.

Brakebush will be professional, trustworthy honest, respectful, supportive, responsible, reliable, accountable and have integrity. We encourage education and growth and are supportive of our community and charities.

Our vision is to be the leading US family owned company who is the preferred supplier of great tasting chicken to the food service industry.



OUR HISTORY

Kern Meat Company has grown to become one of the most recognizable names in the St. Louis and the Middle West for providing quality USDA-inspected meat.

After operating in the same building for 64 years, Kern Meat Company relocated the company's processing operations, warehouse, and offices to a renovated 22,000 square-foot facility in Bridgeton, Missouri in September 2020. The new plant is located about 25 miles from its existing plant in the City of Saint Louis. In keeping with Kern Meat Company's sustainability goals and carbon reduction plan,

ninety percent of the building will be powered by solar. The building also boasts several energy and water saving features.

OUR MISSION

For 73 years, our family and employees at Kern Meat Company have been privileged to provide Saint Louis and the Midwest with the highest quality meat products. Our business philosophy includes five important principles:

- Produce only the highest quality meat products
- Source products from the best regions and from reputable companies who are committed to humane handling practices

- Work closely with local farmers and ranchers to showcase Missouri's rich agricultural heritage and preserve our precious natural resources
- Provide outstanding service to our customers
- Treat our employees as members of our family

These principles guide our purchasing, sales, production, and the delivery of our product from our facility to your kitchen, and we are proud to display H. A. Kern's name on our trucks and every package.



STEAK

Entice your guests with tender, juicy steak. Whether it's eating out or in the backyard, be a part of their steak night!

Top Sirloin:

A firm steak, but its tenderness can be maximized by using methods such as marinating or aging. USDA Choice and Select Beef provide a quality eating experience.

Prep: Cook to your preferred temperature on a preheated grill or flat top.

Serving Suggestions: salads, appetizers, entrees

Rare	120°-130°F
Medium Rare	130° – 135°F
Medium	135°-140°F
Medium Well	145° -155°F

Steak and Potato Bowl Recipe:

- Grill top sirloin (MJK# K68063) on a preheated flat top or grill
- Slice red and green peppers and grill lightly
- Finish the plate off with roasted potatoes and jalapenos

*Tableware: American MetalCraft # MBM3
Thunder Group # SB514S
Thunder Group TBCO-70BK*



Steak Bites

Packed with lots of flavor - this appetizer is sure to please! Create your own special sauce or serve with BBQ sauce.

Steak Dinner

Top sirloin is a firm steak. Marinating it overnight is a good way to tenderize the steak! Season and cook to your liking.





BURGER

Burger Trends:

Burgers are one of Americans' most loved foods. Opportunities for growth in this successful category are innovative sauces, high-end meats & cheeses, and creative replacements for the traditional bun. Offering customizations allows customers to experiment, while still offering the classic to those loyal burger consumers.

Fresh Ground Beef Patties:

Fresh, never frozen, flavorful 80% lean ground beef, these patties will hold their shape during cooking for perfectly shaped burgers every time.

Prep: Cook to your liking on a preheated grill or flat top.

Serving Suggestions: specialty burgers, horseshoes, melts

Lettuce Burger Recipe:

- Cook bacon until crisp; transfer to a paper towel lined plate. Pour off and reserve the bacon drippings leaving enough in skillet to coat nicely
- Slice 2 rounded chunks of lettuce to make the "bun" halves
- Put bacon skillet over high heat, add the burgers (MJK# 60474) and cook to your liking.
- Plate burger on top of lettuce bun with bacon, American cheese, sliced tomato and onion

Tableware: WINCO # SBMW-156

American MetalCraft # CBC12

American MetalCraft # MP6 & MP9

Thunder Group # TBCO-70B



Waffle Burger

Maple mayo and egg on your Hamburger?! Trade a traditional bun with a golden waffle for this delicious brunch offering.



Hawaiian Burger

A sweet and spicy, cooked to perfection burger. Grilled pineapple, Swiss cheese and chipotle mayo are sure to make this burger out of this world good!





WE KNOW BEEF

Beef processing is our core business segment. Our Liberal and Dodge City, Kansas beef facilities, along with the Iowa Premium plant in Tama, Iowa are the foundation of our world-class beef operations.

Located in the heart of cattle country, our Dodge City plant's experienced team is dedicated to ensuring the quality, consistency and safety of our beef.

Strategically placed just 80 miles from our Dodge City location, our Liberal plant is a state-of-the-art processing facility staffed with a team who's

passionate about delivering a superior beef product.

With the addition of the Iowa Premium plant in Tama, Iowa, we have expanded our beef processing operations in America's cattle country. Backed by a highly skilled team that trims, picks and inspects each piece of beef by hand, Iowa Premium offers premium, corn-fed, farm-raised Black Angus beef.

As America's premier beef company, National Beef strives to find the right solution to help each customer while providing

uncompromising quality, value and service.

The foundation of our success is your success—from our commitment to offering high quality beef, to remaining a valued business partner for our suppliers, to helping our customers differentiate in their respective marketplaces. We work to develop relationships that enable us to understand the customer's unique needs and respond quickly to specific requests with high-quality, consistently trimmed and packaged beef products.



Smithfield.
Good food. Responsibly.®

OUR MISSION

We are passionate about producing good food the right way. Our business depends on the humane treatment of animals, stewardship of the environment, producing safe and high-quality food, the vitality of local communities and creating a fair, ethical and rewarding work environment for our people.

OUR VISION

With our culture of responsibility, operational excellence and innovation, we will be a trusted food and protein company as we sustainably feed people around the world.

WHO WE ARE

Based in Smithfield, Virginia, we are the world's largest pork processor, the largest hog producer in the United States and a leader in numerous packaged meats categories. We are committed to providing good food in a responsible way and maintaining robust animal care, community involvement, employee safety, environmental, and food safety and quality programs.



OUR SOCIAL PURPOSE

We are committed to improving food security and ending hunger by donating high-quality, nutritious food. We also support other philanthropic solutions in the fight against hunger as well as in the areas of education, veterans and those that align with our sustainability program.



RIBS

Family Style Dining:

This type of service has become popular because it feels less formal than a plated meal, yet more formal than a buffet. Serving a meal family-style means just that. Rather than plate each person's food for them, set the food out on the table in passable bowls and invite everyone to serve themselves. Customers like this option because they can control their portions, rather than being served a specific amount.

St Louis Ribs:

Ribs are hand trimmed and squared off at the ends. The brisket bone, skirt meat, and excess fat are removed, so you're left with nothing but pure goodness.

Prep: Smoke, roast, or grill.

Serving Suggestions: appetizers, entrees

Grilled Ribs Recipe:

- Trim excess fat from slab, to make as square as possible. Use your favorite rub an hour before you cook your ribs (MJK# 63762).
- Grilling: Preheat grill to 200°F. Oil grill and place ribs directly on grate, but not directly over the flames.
- Cook on each side for 30 min. After 1 hour, move ribs to medium heat for 20-40 min, turning to baste during this time.
- Test your meat for doneness with a fork and pull away from the bone. When it starts falling away, remove from heat and let them rest for 10-15 min.

Tableware: American MetalCraft # FSLW18
Thunder Group # SB520N
WINCO # CSPP-11
Thunder Group # CR806BK
Thunder Group # TBCO-70R



BBQ Ribs

Traditional, juicy, melt-in-your-mouth oven baked BBQ ribs are fall-off-the-bone delicious!



Asian Sticky Ribs

Salty but sweet and covered in a delicious sticky sauce, an appetizer sure to please!



DON'T DISAPPOINT TODAY'S COFFEE AND TEA DRINKERS

Tea & Coffee are increasingly becoming more popular and can be enjoyed all day long. In part, this trend is occurring due to the appeal of new and unique flavors. Knowing your customers' tastes is important to boost sales. Serve up unique cocktails and mocktails by adding unexpected and interesting flavors and syrups. These head-turners can really influence sales. The goal is to give customers every reason to say yes to coffee & tea as part of their food and beverage orders.

Tips

- Train staff to mention coffee & tea when taking or filling a dine-in or carryout order
- Offer a special bundled price on specialty coffee and specialty tea as an add-on to any food order, from a breakfast pastry to a full-course dinner
- Pay as much attention to quality with decaffeinated coffee products as with full caffeine versions
- Feature different coffee & tea on a rotating basis, such as a Variety of the Month, an Employee (or Customer) Favorite, or a seasonal special
- Invest in high-quality, coordinated to-go packaging for specialty coffee & tea
- Carry a variety of milk: dairy, soy, oat

According to the Tea Association of the USA, half of all Americans drink tea on any given day. Assume 50% consumption at lunch. Assume 40% consumption at dinner due to the availability of alcoholic beverages. This analysis does not factor in the sales or profit generated from alcoholic beverages.

The Difference a Beverage Makes	
Net Profit \$\$ (Food Only)	\$191.23
Profit Margin (Food Only)	8%
Add in Beverage Profit \$\$	106.59
Total Net Profit (Food & Drink)	\$297.82
Net Profit Margin (Food & Drink)	12.4%
<i>By selling a glass of iced tea to 44% of your covers on a daily basis, you can increase your bottom line by</i>	
55.7%!	

S.R.P	16 oz. @ \$1.00		16 oz. @ 1.50		16 oz. @ 1.99	
# Glasses	110	55	110	55	110	55
Net Profit	\$191.23	\$191.23	\$191.23	\$191.23	\$191.23	\$191.23
G.P. Margin (Food Only)	8%	8%	8%	8%	8%	8%
Beverage Profit \$\$	\$106.59	\$55.30	\$161.59	\$80.80	\$215.49	\$107.75
Total Profit	\$297.82	\$244.53	\$352.82	\$272.03	\$406.72	\$298.98
Total Profit Margin	12.4%	10.2%	14.7%	11.3%	17%	12.5%
Even when you factor in the re-fill, you still come out ahead of the game!						





WE CAN HELP WITH YOUR DESIGN *NEEDS*

MENUS

TABLE TENTS

**FOOD
PHOTOGRAPHY**

POSTERS

OUR OFFERINGS

Printing

- letter, legal, ledger, and Arch B sized paper
- cardstock and regular printer paper
- colored paper
- lamination
- staple binding
- custom cut sizes

(if we can't print it in-house, we reach out to local printers who can get the job done)

Photography

Redesigning your menu and you want customers to see your food on every page? Have a great following on social media and want to wow your followers with professional images of your delicious food? Call us today and schedule a food photoshoot.

CONTACT THE MARKETING DEPARTMENT
(217) 483-1700
MARKETING@MJKELLNER.COM

