

Boost Sales with Mrs. Friday's[®] Beer Battered Tilapia



*Mrs. Friday's
Beer Battered Tilapia 2-3 ounce*

**TWO
NEW
SIZES!**

With its sweet, mild flavor, firm texture and white meat, it's not surprising that tilapia menu mentions are increasing rapidly. Capture your share of the seafood explosion with a proven winner – Mrs. Friday's Beer Battered Tilapia. Now in three popular sizes.

- Made with Samuel Adams[®] Boston Lager beer
- Grown and harvested using environmentally-friendly, sustainable supply practices
- 100% natural
- Strict quality control practices
- Free of growth hormones and antibiotic residue
- No MSG or other preservatives



*Mrs. Friday's
Beer Battered Tilapia 1-2 ounce*



Mrs. Friday's Beer Battered Tilapia 3-5 ounce

Mrs. Friday's[®]

Mrs. Friday's Tilapia Has The Quality & Versatility Your Menu Demands

When you menu Mrs. Friday's Beer Battered Tilapia, your guests will rave about the crisp, savory coating made with authentic Sam Adams® Boston lager. And, you'll appreciate the marketing leverage it provides your menu.

*Taste the Mrs. Friday's
difference, call us today at:*
800-564-1557

Crispy Tilapia Roll-Ups with Spicy Orange Dipping Sauce

- 3 portions Mrs. Friday's Beer Battered Tilapia, 1-2 oz
- 6 leaves of Boston's lettuce
- 1/3 cucumber sliced into thin 2" strips
- 1 carrot, peeled and cut into 2" strips
- 1/2 green pepper cut into thin 2" strips
- 1/4 lime garnish

- ### Spicy Orange Ginger Sauce
- 1/4 cup orange marmalade
 - 1 tbsp soy sauce
 - 1 tbsp Thai hot sauce
 - 1 tbsp chopped green onion
 - 1 tbsp minced fresh ginger
 - 1 tsp fresh chopped garlic

Methodology:

On a large plate or platter, place a row of each vegetable, the lettuce leaves, lime wedge and a ramekin of the sauce. Cook the tilapia to an internal temperature of 165°F. Add to platter and serve immediately.

Ingredient Cost \$2.87

Suggested Sell Price \$8.95

Food Cost 32%

Fish Taco Plate with Jicama Slaw, Avocado and Salsa

- 2 portions Mrs. Friday's Beer Battered Tilapia, 2-3 oz
- 2 6" corn tortillas
- 2 oz fruit based salsa
- 4 oz Jicama Slaw*
- 4 avocado slices
- 1 lime wedge

*Jicama Slaw

- 4 oz peeled, washed and grated jicama
- 2 oz grated fresh carrot
- 2 oz grated fresh cabbage
- 1 oz fresh lime juice
- 1 oz mayonnaise

Slaw: Mix all ingredients in a bowl and chill for two hours.

Methodology:

Cook the tilapia to an internal temperature of 165°F. Warm the corn tortillas and layer in the tilapia, salsa, avocado slices and Jicama slaw.

Ingredient Cost \$2.51

Suggested Sell Price \$8.95

Food Cost 28%

Actual prices may vary.

Mrs. Friday's Beer Battered Fish – Natural Hand-Cut Fillets Featuring Sam Adams® Beer

MF US Code	MF Canadian Code	Fry or Bake	Product Description	Portion Size	Pack	Distributor Code	Distributor Price
NEW 070062	070072	X	Mrs. Friday's Beer Battered Tilapia Fillets	1 - 2 oz	4/2.5#		
NEW 070063	070073	X	Mrs. Friday's Beer Battered Tilapia Fillets	2 - 3 oz	4/2.5#		
070065	070075	X	Mrs. Friday's Beer Battered Tilapia Fillets	3 - 5 oz	4/2.5#		
078053	078058	X	Mrs. Friday's Beer Battered Cod Fillets	3 oz	4/2.5#		
078052		X	Mrs. Friday's Beer Battered Cod Fillets	2 oz	4/2.5#		
078083		X	Mrs. Friday's Beer Battered Grouper Fillets	2 - 3 oz	4/2.5#		
078087		X	Mrs. Friday's Beer Battered Grouper Fillets	4 - 5 oz	4/2.5#		
078080		X	Mrs. Friday's Beer Battered Grouper Fingers	1 oz	4/2.5#		
078002		X	Mrs. Friday's Beer Battered Halibut Fillets	2 oz	4/2.5#		

www.kpseafood.com



www.mrsfridays.com

KING & PRINCE
SEAFOOD CORPORATION

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