



IF YOU THINK IT LOOKS GOOD HERE,
YOU SHOULD SEE HOW IT LOOKS ON YOUR BOTTOM LINE.



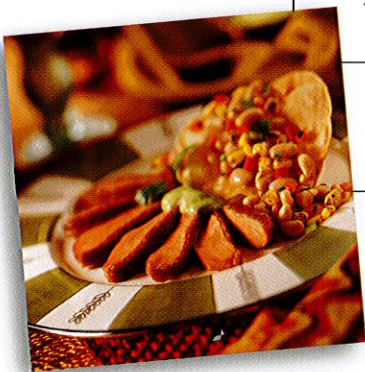
THREE PROVEN STRATEGIES FOR INCREASING PROFITS WITH MAPLE LEAF FARMS DUCKLING.

When the economy gets tight, you see it as quickly as anyone. Fewer diners. Lower check averages. People willing to settle for less if it means they'll spend less. Give them more with Maple Leaf Farms. Now you can deliver an exceptional dining experience at a palatable price, and build in profitability too.

1 See how far a whole duckling goes

Buy Maple Leaf Farms duckling in its least expensive form – whole duckling – and see how quickly the profit adds up:

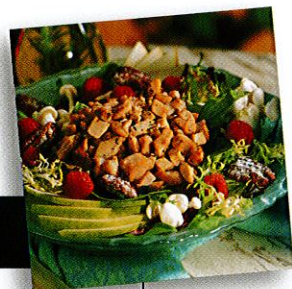
One whole duck = 5 lbs. Cost: \$1.50/lb. (average)	Total cost: \$7.50
Bone out the duckling for a total yield of 12-14 ounces of boneless breast. Serve a whole boneless breast (1) for an average menu price of \$15.00 . Serve boneless duck legs (2) at lunch for \$6.00 each.	Total return: \$19.50
Or, serve split boneless breasts (2) for \$11.00 each, and boneless legs (2) for \$6.00 each.	Total return: \$26.50



Stretch your savings even further when you use the duck frame for delicious stocks or soups.

2 Spend less, deliver more

Menu less expensive cuts of duckling for high value. Use leg meat for salads, sandwiches or gourmet pizza. Because it's Maple Leaf Farms duckling, it has a high perceived value, but because it's leg meat, you've kept your investment low.



Raw legs – \$1.75/lb or \$1.09 per 10 oz. leg

Start with leg meat to create:

Soups • Stews • Salads • Mixed grills • Enchiladas • Egg rolls

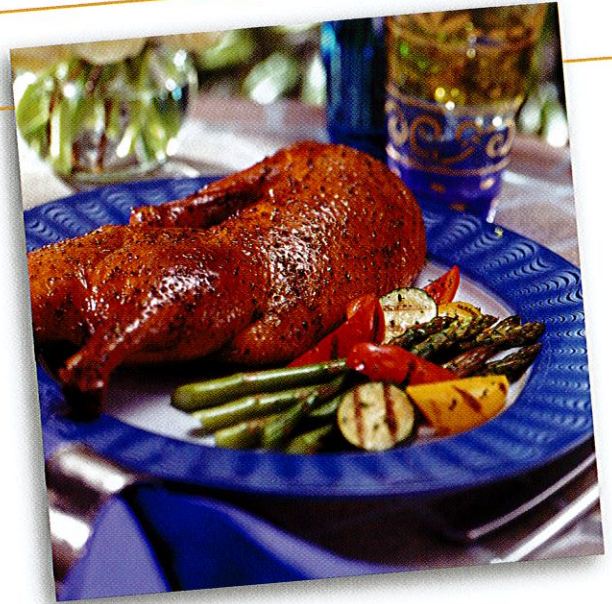
Price starting at \$6.00 per leg at lunch or dinner for increased profitability during any daypart.

3

Save on labor

Food costs aren't the only place to save. With Maple Leaf Farms' convenience products, you can plate an exceptional entrée with very little effort. Choose any of our heat-and-serve labor saving products so you can spend your time adding that special signature flare. You reduce your labor costs while continuing to offer items your customers don't mind splurging to enjoy!

- Easy heat-and-serve preparation
- Quality and consistency with high perceived value
- Portion controlled
- Quick kitchen turnaround



Maple Leaf Farms' labor saving products

- Roast Half Duckling
- Rotisserie Roast Half Duckling
- Confit
- Hardwood Legs
- Appetizers



Don't just survive. Thrive!

Let Maple Leaf Farms help you. Ask your Maple Leaf Farms representative for more details on how duckling performs on the plate and on the bottom line.

