



ISERNIO'S[®]

S A U S A G E

Premium Sausage Specialties



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ISERNIO'S®

SAUSAGE

CONTEMPORARY TASTE,
TIMELESS TRADITION



IN THE BEGINNING

Frank Isernio was born in Seattle's Beacon Hill neighborhood, surrounded by first and second-generation Italians. Filled with Old Country hospitality, the Isernios took great pride in sharing special dinners with friends and relatives.

For years, Frank's hobby of sausage making was reserved expressly for the family get-togethers. Because of his passion and enthusiasm, Frank was encouraged to take his hobby one step further. Frank set up shop in a neighbor's basement and promoted his product by loading the ice-filled trunk of his car with sausage and driving around to local restaurants.



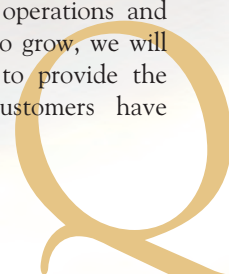
TODAY

Isernio's Sausage is now a national brand, trusted and asked for by name by consumers, and found in supermarkets and fine restaurants across the country. In 2012 we moved to a new 27,750 square foot state-of-the-art manufacturing plant in Kent, WA which gave us expanded space and capabilities to meet continued consumer demand for Isernio's premium, all-natural, lean sausage products.



Isernio's believes that leadership in the market is the result of constant dedication to the pursuit of quality in our products, services, relationships with our customers and in our operations and personnel. And as we continue to grow, we will carry on the Isernio's tradition to provide the uncompromising quality our customers have grown to expect.

Buon Appetito!



RETAIL

HOW TO PLEASE TODAY'S DISCRIMINATING CUSTOMERS AND KEEP THEM COMING BACK

Today's consumer is seeking natural, healthy, good tasting products. Since 1980, Isernio's has offered the retailer a brand that has come to mean trust, consistency and value. Customers ask for Isernio's products by name.

Isernio's Sausage specialties are targeted directly at those discriminating customers. Select quality fresh, natural meat and spices are carefully ground and mixed in small controlled batches in Isernio's spotless modern facility. With old world artistry, the sausage is stuffed into imported natural casings.

"Our discriminating clients put a premium on customer satisfaction."

ALSO AVAILABLE IN A GAS-FLUSHED,
5 LB. CASE, BULK LINKS



8222 S. 228th St., Kent WA 98032
(253) 395-5465 • FAX: (253) 395-8002

1-888-495-8674

www.isernio.com

DINNER LINKS

Mild Italian Sausage

The classic Italian sausage made from coarsely ground pork, garlic, and deliciously sweet fennel.

Tray Pack 5-lb. case
6 - 13.3 oz. units

Hot Italian Sausage

The classic Italian sausage made zestier with a hint of red pepper. Pleasantly spicy and very versatile!

Tray Pack 5-lb. case
6 - 13.3 oz. units

Italian Chicken Sausage

A delicious blend of lean, skinless chicken meat seasoned with fennel, garlic, herbs & sweet red pepper. 95% lean.

Tray Pack 5-lb. case
6 - 13.3 oz. units

Hot Italian Chicken Sausage

Our delicious Italian chicken sausage kicked up with a hint of red pepper.

Tray Pack 5-lb. case
6 - 13.3 oz. units

Chicken Basil and Sun Dried Tomato Sausage

Isernio's authentic recipe with sweet basil, sun-dried tomatoes and lean chicken — a unique fusion of robust flavors.

Tray Pack 5-lb. case
6 - 13.3 oz. units

Chicken Spinach & Feta Sausage

Lean chicken with spinach and crumbled feta cheese in a flavorful, versatile sausage.

Tray Pack 5-lb. case
6 - 13.3 oz. units

British Banger Sausage

Lean pork and natural wheat rusk combined with unique, aromatic seasonings. Ideal for breakfast or dinner!

Tray Pack 5-lb. case
6 - 13.3 oz. units

BREAKFAST LINKS

Chicken and Apple Sausage

Bite size chunks of apple & delicious spices combined with light chicken meat. 95% lean.

Tray Pack 4.5-lb. case
6 - 12 oz. units

Chicken Breakfast Sausage

Everyone loves this one. Who says it can't taste good if it's good for you?

Tray Pack 4.5-lb. case
6 - 12 oz. units

Gourmet Breakfast Sausage

An extremely tasty, 80% lean pork sausage, made with savory spices and natural honey.

Tray Pack 4.5-lb. case
6 - 12 oz. units

BULK

Mild Italian Bulk Sausage

A great selection when you want to prepare outstanding pizzas, pastas, lasagnas and omelettes.

Tray Pack 5-lb. case
6 - 13.3 oz. units

Italian Chicken Bulk Sausage

Our best selling 95% lean chicken sausage in bulk

Tray Pack 5-lb. case
6 - 13.3 oz. units

Ground Chicken

All-natural, 95% lean skinless chicken thigh meat. Use as a healthy substitute for ground beef in your favorite recipes.

Tray Pack 5-lb. case
6 - 13.3 oz. units

Ground Chicken Breast

All-natural, 98% lean skinless chicken breast with rib meat.

Tray Pack 5-lb. case
6 - 13.3 oz. units

ISERNIO'S PREMIUM SAUSAGE SPECIALTIES



THE CUSTOMER ADVANTAGE

Today's consumer is more discriminating than at any other time in America's history. They expect value for their purchase dollars, while also seeking great taste, convenience and versatility. They do not want to pay protein prices for fat. If 40%–50% of what they purchase

remains in the skillet, their investment has shrunk along with their sausage. With Isernio's, your customer receives a fresh, natural casing sausage that far exceeds USDA requirements and is leaner than all major leading brands.

THE RETAILER ADVANTAGE

Your loyal customers are not the only ones who receive benefits from the Isernio's brand. With Isernio's, you offer premium natural sausage that encourages customer satisfaction and repeat business.

- Sausage, as a category, is enjoying unprecedented growth.
- High profit per square foot of case space. Based on typical retailer margins, average profit on Isernio's Sausage is \$3.75/lb.
- Fresh product delivered within hours of production, or shrink-friendly frozen packs available for slack-out.
- Appeals to your most discriminating customers.
- Over thirty years of brand loyalty.
- Premium products enhance your store image.
- Case-ready product reduces labor costs.

ADDITIONAL RETAILER BENEFITS

- Tailored accrual programs.
- Co-op advertising and in-store demonstrations.
- Attractive POS materials to stimulate sales.
- Product brochures and couponing.
- Expertise to support and enhance your category management program.
- Consumer-oriented website and social media channels provide in-depth product information, cooking, storing and handling instructions, plus a full spectrum of recipes.


ISERNIO'S[®]
S A U S A G E



VALUE

TODAY'S DISCRIMINATING CONSUMER

Your best repeat customers have come to expect quality, consistency and value. Your business is based on this. So is ours. Isernio's sausage meets the needs of this growing group of informed customers.

We understand the increasing demands of consumers as well as your need to remain competitive, profitable and consistent. Partnering with Isernio's will help meet customer expectations and satisfy your business needs. Our sausages are designed to deliver the key benefits that discriminating customers desire:

- Value-conscious—want the best for their purchasing dollar.
- Gourmet oriented—desire premium quality and choice; are willing to pay the price.
- Health and fitness-conscious—want tasty products with optimum nutritional benefits.
- Weight watchers—seek leaner, low-calorie alternatives that still deliver flavor.
- Sausage lovers—appreciate juicy, flavorful, old-world taste.
- Natural and gluten free – a growing category.



IT'S WHAT YOU DON'T EAT THAT MATTERS

Just like you, we have built our reputation on the commitment that food which tastes good can be good for you too. When you purchase Isernio's sausage, you are guaranteed superior taste, texture and consistency. When using the best ingredients, nothing else needs to be added. *Isernio's is the Healthy Sausage Choice.*

- Made only from fresh, certified natural, whole muscle pork and skinless chicken thigh meat.
- No preservatives, hormones or growth steroids.
- No nitrates, nitrites, phosphates or MSG.
- No artificial colors or flavors.
- 80% lean (pork) and 95% lean (chicken), compared to 50%–70% in other major brands. Don't pay protein prices for fat.
- Superb flavor and texture from the finest ingredients available.
- Natural casings preserve juiciness and tenderness.
- Certified Gluten Free.



Quality

ISERNIO PREMIUM SAUSAGE SPECIALTIES

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SAUSAGE

The Isernio Difference

FEATURE	ISERNIO'S	OTHER MAJOR BRANDS
MEAT	<p>Only fresh, certified natural, whole muscle pork</p> <p>Only fresh, certified natural, chicken thigh meat</p>	<p>Usually contains pre-frozen trim, resulting in emulsified texture, gristle, dryness & high shrinkage when cooked</p>
ALL NATURAL	<p>No nitrates or nitrites</p> <p>No growth hormones</p> <p>No antibiotics or preservatives</p>	<p>Usually contains preservatives to extend shelf life, plus growth hormones & antibiotics</p>
LEAN CONTENT	80%	55% – 70%
CASINGS	<p>Tender, natural casings provide tight closure at ends for retention of natural juices</p> <p>Appetizing finished appearance</p> <p>Tender after cooking</p>	<p>Often made of collagen, which puddle, blister and melt-out to a gooey texture</p> <p>Chewy to the bite</p> <p>Unsightly open ends that "fish-mouth" when exposed to heat, causing juices to purge</p> <p>Discoloration and bubbling when cooked</p>
TEXTURE & COLOR	<p>Beautiful rosy bloom with classic particulated sausage texture</p>	<p>Gray, pasty, emulsified appearance</p>
FLAVOR	<p>Balanced combination of natural spices and seasonings</p>	<p>Fat, sugar and salt flavors dominate</p>
ADDITIVES	<p>None</p> <p>Gluten free</p>	<p>Flavor enhancers</p> <p>Extractives of spice</p> <p>BHA and BHT to retard spoilage</p>



Take the Isernio Challenge!

Our sales representatives will provide a comparative tasting of your present sausage brands—or any other—versus Isernio's. Isernio sausages don't just taste better, they are better, and better for you.


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