

CONVENIENCE

TURNKEY PROGRAMS



PORTFOLIO OF BRANDED PROGRAMS

Contigo™ Taqueria taps into a growing market, providing c-stores with a delicious menu of authentic Mexican and Southwest products in a licensed, one-stop-shop turnkey program.



Genuine, slow smoked, fully cooked BBQ. TRU-Q BBQ™ offers a variety of options from a simple sandwich to full meal deals with craveable side dishes.



The Red Seal Pizzeria® program allows c-store operators to quickly open a full-service, made-to-order pizzeria directly inside their stores.



Deli 55™ delivers the best of the best in a full range of deli foods — from freshly made signature sandwiches to delicious, hearty soups, to crisp salads and other deli delights.

The Red Seal Express™ Frozen Pizzas are fully-finished, frozen and ready-to-bake. Four varieties are available – Cheese, Pepperoni, Italian Sausage & Pepperoni Combo, and Breakfast.



With perfectly seasoned, crispy Southern breading and a full complement of comfort food favorites, Perfectly Southern® is the premier turnkey partner program for fried chicken lovers. Available in fresh chicken and precooked tenders.



EXCLUSIVE LICENSED PROGRAMS MADE EASY

START SERVING TODAY:

- Low cost of entry and operations with no licensing or franchise fees – **just pay for what you sell.**
- **Ease of doing business** — this is a turnkey program with built-in flexibility. We provide everything you need to be up and running quickly. Just sign a short licensing agreement, and you'll be in business.
- **Restaurant-quality food** — we've already done the work to find the best manufacturers in our brands, and they are available exclusively to you with the benefit of our buying power.
- **Bigger profits** — because we sell directly to you, your costs are lower, and your profits are higher.

Performance Foodservice is a longstanding leader in ensuring establishments across the country have the best food to serve their guests.

The convenience landscape is evolving to include a range of concepts, but one thing's certain — consumers are in the market for higher quality, better tasting menu items.

Performance has designed these easily applicable, turnkey programs to serve guests wherever they dine, without the layers and costs associated with national franchise programs.





READY-TO-BAKE PIZZA



The Red Seal Express

The Red Seal Express™ Pizzas feature ingredients from our Performance™ family of exclusive brands, including whole milk mozzarella cheese made in Wisconsin, robust sauce, Italian sausage, and Old-World style pepperoni, all on rich, full-flavored rising crusts.

These pizzas are incredibly easy to use — just bake from frozen to get a hot and fresh-tasting pizza in minutes. They are versatile and have a long hold time in the warmer after baking, which make them a great value. Available in cheese, pepperoni, Italian sausage & pepperoni combo, and breakfast varieties, along with optional sides and sauces.

Sizes include 7" Personal Pizza, 12" and 14" (for slicing into 6 slices per pizza), and the Mega Hunk — a 1/4 slice of a 12" pizza.



- **No Franchise Fee**
- **Full Portfolio of Everything Pizza & Italian**
- **Sales & Marketing Support**
- **Training Support**
- **Menu Boards & Indoor and Outdoor POS Merchandising**
- **Pizza Oven, Storage & Prep Equipment & Small Wares - as needed**

BAKED FRESH ON-SITE

How do you turn your operation into a highly profitable, point of destination pizza shop with delicious made-to-order slices? You open The Red Seal Pizzeria®. Get your slice of the growing pizza market by letting Performance help you turn a space as small as 10' x 10' into a bustling pizzeria.

We are the pizza leaders with 70 years of success through our legendary Roma® family of brands. Now through our licensed program, The Red Seal Pizzeria, you have access to the country's finest pizza making products and the knowledge of our pizza specialists to help you sell restaurant-quality items.

Keep it fast and simple with par-baked crusts that you sauce, cheese, top and bake; or use pizza dough balls or pizza mix to make crusts from scratch. Want to add subs or hoagies, pasta dishes and more on your menu? We have you covered.



redsealpizzeria.com



THE
RED SEAL
PIZZERIA®



- **No Franchise Fee**
- **Full Portfolio of Everything Pizza & Italian**
- **Sales & Marketing Support**
- **Training Support**
- **Menu Boards & Indoor and Outdoor POS Merchandising**
- **Pizza Oven, Storage & Prep Equipment & Small Wares - as needed**



MADE-TO-ORDER

All flavor, no limits.

Deli 55™ builds on the grab-and-go momentum with an exciting brand featuring a wide assortment of menu items across all dayparts. Whether it's traditional deli sandwiches, subs, heroes or paninis, soups, salads, burgers, hot dogs, or chips – Deli 55 serves it up.

In the morning, Deli 55 answers the call with an assortment of readymade breakfast items, including a variety of egg, cheese, and meat sandwiches, as well as breakfast burritos and breakfast pizzas. Lunch is made to order with pre-portioned meats, cheeses, and toppings to make delicious sandwiches. Soups, chilis, and sides such as mac & cheese are fully prepared, just heat and serve.



deli55.com

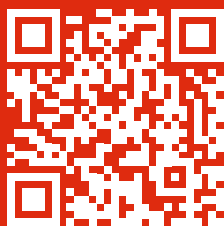
- **No Franchise Fee**
- **Full portfolio of product offerings that make sense for your business**
- **Sales & Marketing Support**
- **Training Support**
- **Menu Boards & Indoor and Outdoor POS Merchandising**
- **Oven, Warmers, Storage & Prep Stations & Small Wares — At Additional Cost**



AUTHENTIC FLAVORS

Contigo™ means “With You” in Spanish— and we are with you every step of the way when you implement Contigo with our Contigo Taqueria™ foodservice program. We keep it simple. Serve up the best-tasting authentic Tex-Mex fare in minutes: Tacos, Burritos, Bowls, Quesadillas and Salads. Of course, we also have plenty of tortilla chips for nachos, guacamole, and salsas. Plus, finish with sweet, irresistible churros.

Contigo is a trusted name in many Hispanic and Latin restaurants nationwide. Now you can serve these same restaurant quality foods to your customers. All Contigo Taqueria products are precooked — just heat and serve. This includes perfectly seasoned cooked meats, beans, and rice.



contigotaqueria.com



- **No Franchise Fee**
- **Complete portfolio of Contigo products**
- **Sales & Marketing Support**
- **Training Support**
- **Menu Boards & Indoor and Outdoor POS Merchandising**
- **Tortilla Warmers, Storage & Prep Stations & Small Wares — At Additional Cost**



CRISPY & DELICIOUS

Perfectly Southern® Fried Chicken breeding is the culmination of Southern chefs and fried chicken experts developing unique proprietary flavors that perform well and provide a step up for the best fried chicken experience in America. It doesn't get any better than being Perfectly Southern.

Perfectly Southern Fried Chicken breeding is available in Original Flavor and Hot & Spicy — the perfect blend with the right kick of heat, — as well as a fish breeding. The Perfectly Southern foodservice program covers all menu sides in all dayparts — breakfast, lunch, dinner, and anytime snack time. Plus, it's flexible to tailor items to specific markets and appetites.



perfectlysouthern.com



- **No Franchise Fee**
- **Fresh 8-piece Bone-In Chicken, Wings, and fresh and precooked chicken tenders**
- **Complete Portfolio of High-Quality Products for All Daypart Menus**
- **Sales & Marketing Support**
- **Training Support — Online, Video and In-store**
- **Menu Boards & Indoor and Outdoor POS Merchandising**
- **Fry, Storage & Prep Equipment & Small Wares — At Additional Cost**



FOR TRUE BBQ LOVERS

TRU Q BBQ™ is designed to bring authentic BBQ to consumers in a quick-serve format. Our motto is “For True Barbecue Lovers” because our line of items includes expertly prepared brisket, pulled pork, chicken, sausage, and sides that BBQ fanatics crave. Not only that, TRU-Q offers a range of flavor-packed sauces from the nation’s truly great BBQ regions.

From fully cooked proteins, heat-and-serve favorites, or ready-to-serve side items, TRU-Q BBQ is a fast way to satisfy guests’ appetites for BBQ with sauces that will meet any preferred taste.



- **No Franchise Fee**
- **Complete Portfolio of BBQ Sides**
- **Sales & Marketing Support**
- **Training Support**
- **Genuine Hardwood-Smoked BBQ, Fully Cooked for Ease of Serving**
- **Menu Boards & Indoor and Outdoor POS Merchandising**



ADDED CONVENIENCE

As an operator offering these dynamic turnkey programs, you will have exclusive access to high-quality branded products, in addition to robust sales and marketing support. There are absolutely no franchise fees, and you will have lower startup costs, as well as access to high-tech solutions from experts like Menuetta to support your efforts.

Mike Cranbrook
mcranbrook@menuetta.com



Restaurant **Outfitters**[™]

THE RIGHT FIT

Performance supplies the right equipment that fits your choice of turnkey convenience program. From items like countertop ranges, to prep tables, to ovens, fryers, pots, mitts, slicers, and tongs — Restaurant Outfitters has anything you may need to succeed.

performancefoodservice.com/Optimize-Your-Operation

For more information about our exclusive licensed foodservice branded programs contact your local Performance Food Group representative.

JAMES TASKALOS

*Performance Foodservice National Director of Sales,
Convenience Foodservice*
james.taskalos@pfgc.com

CHRISTINE ALLHOFF

*Performance Foodservice National Sales Manager,
Convenience Foodservice*
christine.allhoff@pfgc.com



**SCAN HERE TO LEARN
MORE ABOUT ALL OF OUR
TURNKEY PROGRAMS.**

