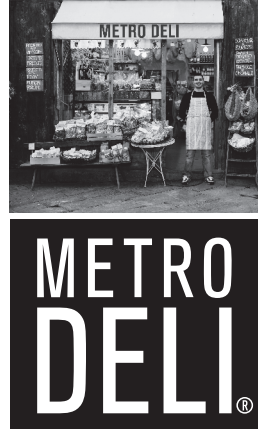


MENU PROGRAM OVERVIEW



Are you looking to bring a *Main Street* image to your sandwich lineup?

Metro Deli® can be the beginning and the end of your journey.

Metro Deli offers a fresher solution in a 2-week menu cycle.

The 4- or 6-week menu cycle is a food service tradition that is quickly going away. It demands larger inventory, keeps pricing stagnant and makes customers wait more than a month to see their favorites return to the menu.

The Metro Deli 2-week cycle includes 20 new and inspired recipes. Choose the ones that most appeal to your customer base and create a 2-week cycle of daily specials to add to your regular Metro Deli menu.

We are also offering ten exciting, themed menus to support your food service operations. Your Metro Deli menu has the power and flexibility to be a nonstop crowd pleaser.

Check out the Metro Deli menu options on the following pages.

DO YOU METRO DELI?

**2-WEEK
MENU
CYCLE**

**20
RECIPES**

**METRO
DELI
EXCLUSIVES**

METRO DELI®

EXPRESS & MARQUEE

OPERATOR'S GUIDE

Express

Express recipes are created to build traffic at the deli, but they are also built for speed—easily made by servers or kitchen prep staff with only a basic skill level.

TURK 'N' TURF SANDWICH

HONEY HAM & CHEESE CIABATTA

PASTRAMI & TURKEY ON RYE

BACON-CHICKEN BRIOCHE

PARISIAN TURKEY BACON SANDWICH

GOURMET HAM 'N' HAVARTI

CHICKEN ROMA SANDWICH

SMOKIN' TURKEY & BACON SANDWICH

CHICKEN & BOURBON BACON SANDWICH

SMOKED HAM & BRIE SANDWICH

Marquee

These gourmet sandwiches take a little more expertise and should be prepared by culinary team members with an intermediate skill level.

GOURMET HAM & SWISS SANDWICH

KOREAN STYLE BBQ PASTRAMI SANDWICH

GREEK CHICKEN PITA

HOLIDAY STYLE TURKEY SANDWICH

GOLF COAST SURF 'N' TURF SANDWICH

STEAK AU POIVRE SANDWICH

TAOS TURKEY SANDWICH

SOUTHERN FRIED CHICKEN & GRITS SANDWICH

GREEK TURKEY PITA

CORNED BEEF BBQ BRISKET SANDWICH

METRO DELI[®] EXCLUSIVES OPERATOR'S GUIDE

Upgrade to Metro Deli Exclusives!

If you already have a separate made-to-order deli, upgrade it with Metro Deli Exclusives.

They may have started as “Mid-week Specials,” but the popularity and versatility of these ten door-busting deli concepts have made them much more. Metro Deli Exclusive concepts are as versatile as they are appealing. You can offer them one day each week if you have the volume or you can establish a permanent station devoted to them. However you roll them out, the ten Metro Deli Exclusives have power to turn the deli into the café's number one draw. Accelerate service and boost your bottom line in the process!

If you have sufficient volume, installing two Metro Deli stations may be your solution. The first would be a standard Metro Deli that features your 2-week menu cycle of deli specialty sandwiches, while the second would be devoted to Metro Deli Exclusives. Your Metro Deli Exclusives sandwich offering could change weekly or monthly. Or you could simply monitor deli sales and, when they start to drop off, introduce another Metro Deli Exclusive concept.

- **Feature a different Metro Deli Exclusive one day each week to keep the 2-week Metro Deli menu cycle fresh and interesting.**
- **Run the same Metro Deli Exclusive concept two or three consecutive days, just featuring different recipes each day.**
- **Run the Metro Deli Exclusive concept for an entire week or month, depending on popularity.**
- **Add a Metro Deli Exclusive station near your regular deli counter.**



CHECK OUT THE METRO DELI EXCLUSIVES

METRO DELI® EXCLUSIVES

METRO MARCHÉ

Serve fresh-baked focaccia sandwiches. One-fourth focaccia sheet is cut horizontally, assembled as one large sandwich, then cut into six individual sandwiches and served. It's fast, delicious and profitable.

METRO WRAPS

Take the gourmet train. Our uptown version of the wildly popular sandwich is appearing on more midscale restaurant menus than ever!

SEAFOOD SANDWICH LEGENDS

Offer fresh twists on two of America's coastal classics, New England's fabulous lobster roll and a Cajun shrimp & andouille sausage po' boy, at premium pricing.

METRO SUBS

Meet the new heroes of the sandwich world. Whether you call them subs, hoagies, grinders or po' boys, Metro Subs have the power to beat the local competition.

METRO CLUBS

Only the freshest ingredients make the cut. Club sandwiches used to be time-consuming and difficult to serve. Metro Deli has the solution: marvelous club sandwiches.

METRO STACKERS

Roll it, wrap it or just dress it. Your customers are going to love it. Layers of meats, cheeses and fresh veggies, in mouth-watering stacks that average only 230 calories! Offer them as Stacked Salads as well as sandwiches.

DELI SALAD SANDWICHES

Offer classic deli salads with an upscale twist. Treat your customers to new, four-star takes on traditional favorites: tuna-, egg-, ham-, salmon-, pork-, chicken-salad recipes, plus our own veggie deli sandwich.

METRO MANHATTAN

These built-to-order deli sandwiches are the best this side of Second Avenue. The selection includes Manhattan-style delicatessen corned beef, turkey and pastrami sandwiches. Customers choose 6 oz. or 8 oz. portions of our premium deli meats.

METRO CUTLET SANDWICHES

This idea is a cutlet above the rest. Breaded chicken and pork cutlets are served up cold with a variety of deli sandwich toppings. It doesn't have to be hot to be a HIT!

METRO PRESTO

Capitalize on the hot new deli trend. Some of these pre-made, upscale deli sandwiches are designed to be pressed. Others are made to be turbo-toasted. These hot sandwich concepts are built for speed and high volume.

OPERATOR'S GUIDE ORDER FORM



**METRO
DELI®**

Customer #:

Phone #:

GPO Affiliation:

Contact Name:

Facility Name:

Email Address:

Shipping Address:

Mailing Address:

(If different than Shipping Address)

City/State/Zip:

City/State/Zip:

CORE PROGRAM

2-week cycle menu with 20 recipes

☐ **Metro Deli Express**
Consists of ten recipes
Skill level: EASY

☐ **Metro Deli Marquee**
Consists of ten recipes
Skill level: INTERMEDIATE

EXCLUSIVE THEMES

Mid-week specials that can be added to the menu program

☐ Metro Marche

☐ Metro Stackers

☐ Metro Wraps

☐ Deli Salad Sandwiches

☐ Seafood Sandwich Legends

☐ Metro Manhattan

☐ Metro Subs

☐ Metro Cutlet Sandwiches

☐ Metro Clubs

☐ Metro Presto

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or contact your division marketing specialist.

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