

**New**  
**funny**  
**bones™**  
chicken ribz

*Juicy*  
**LIKE A WING**  
*Meaty*  
**LIKE A RIB**



**ARE YOU READY FOR THE NEXT BIG THING IN CHICKEN?**

The poultry experts at Pierce Chicken® are innovating the category yet again, and our new Funny Bones™ are no joke! These riblike, bone-in chicken thighs have the tender texture and delicious flavor that can come only from dark meat.



**ENTRÉE INNOVATION**

Teriyaki-sesame glaze and Asian slaw dress up Funny Bones™, creating an elegant new entrée.



**GRAB-AND-GO/TAKEOUT**

Cater to the needs of busy customers by offering Funny Bones™ on the go, with your signature dipping sauce.



**GAME-CHANGING APPETIZER**

A staple on the bar menu, Funny Bones™ make for a classic, craveable appetizer.

# New funny bones™

chicken ribz



## CREATIVE INSPIRATION WHERE IT COUNTS: ON YOUR MENU.

Your customers are always looking to try new menu items, but innovation can be a time- and cost-prohibitive process. So let Pierce Chicken® do the work for you! We're innovating the chicken category yet again with our newest product: Funny Bones™. These tasty chicken thighs are the perfect blank canvas for your recipe creations, maintaining their juicy, meaty flavor no matter how they're prepared.

Retail sales volume of value-added, bone-in chicken thighs is **up 183%** in the past year.<sup>1</sup>

**Takeaway:** This popular format has demonstrated the strongest growth of any retail chicken category.

### Our Pledge to the Highest Standards in Food Safety

When it comes to protecting your operation and customers, we simply won't compromise our food safety standards.

Pierce Chicken® maintains an intensive, HACCP-based quality assurance program. On-site USDA inspectors and a state-of-the-art tracking system enable us to trace the origin of every case we ship.



**55%** of consumers want restaurants to offer a **GREATER VARIETY** of chicken entrées.<sup>2</sup>

**Takeaway:** Show 'em something they've never seen before—with Funny Bones™.

## WHY CHOOSE FUNNY BONES™?

With their convenient, fully cooked format and foodie patron appeal, Pierce Chicken® Funny Bones™ will make a profitable addition to your menu. Served up as fresh new appetizers or chef-inspired entrées, they're unlike any other chicken product on the market:

- Trimmed, skinless, bone-in thighs
- Lightly seasoned for maximum flexibility
- Fully cooked, then frozen to preserve flavor
- Fun, handheld-portion size
- Versatility across menu
- Reduced labor and prep time

This year, **protein-based** appetizers and samplers are expected to "move into the spotlight."<sup>3</sup>

**Takeaway:** Stay ahead of the curve! Serve an on-trend product that works across your whole menu.

Product Code	Description	Prep Method	Approximate Piece Size	Case Pack	Net Weight
41270	Funny Bones™	Fry/Bake	2-3.5 oz. each	2/5 lb.	10 lb.



### LET'S SHARE A TASTE OF SUCCESS.

We know chicken is essential to your menu. That's why Pierce Chicken® is committed to helping you succeed. Since 1951, Pierce Chicken® has provided fun, innovative, business-building chicken products for foodservice. But more than anything, Pierce Chicken® means quality and great taste. It always has. Contact us today to find your chicken solution.

POULTRY.COM | 800-336-9876