

TORNADOS

A WHIRLWIND OF FLAVOR!


- Superior Taste & Quality
- Multiple varieties serving all day parts
- Roller grill Cooking Method
- Other Cooking Methods
- Holds for 4 hours
- No condiments needed
- Each case has product sleeves for grab and go!!

Make a Good Impression

- Place your grill in a highly visible, high-traffic area. Popular locations are on a hot food island or near the coffee.
- Keep your grill clean. Many consumers will not buy product from a grill that does not look safe.
- Use the free grill tags with flavor labels to make sure customers can see their flavor choices without having to ask.
- We recommend The Tornados Roller Grill Merchandiser Kit for full effect. It comes with an elevated sign on the top, a menu board, and holders for tongs and Tornados serving bags.

Manage for Maximum Profits

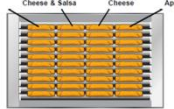
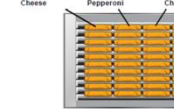
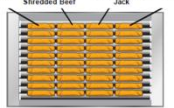
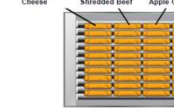
- Let your customers feast their eyes on a well-stocked grill. If you have times when only 1 or 2 Tornados are on the grill, sales will slow down even if store traffic is high.
- High volume stores target shrinkage of 10-20%. Too much shrinkage hurts profits. But too little shrinkage means that you're probably missing sales.
- Use a system for helping you decide how many Tornados to have on the grill at various times of the day. If you don't have a system, try using our Ruiz Foods Roller Grill Management Form.
- As Tornados are sold off the grill, consolidate them forward, keeping the Tornados that have been on the grill the longest the furthest forward.




PLAN • O • GRAM

Maximize Your Roller Grill Profits!

Plan O Gram

<p>Breakfast - 6 AM to 9 AM</p> 	<p>Snack Time - 9 AM to 11 AM</p> 
<p>Lunch - 11 AM to 4 PM</p> 	<p>Dinner - 4 PM to 9 PM</p> 





COOKING GUIDE

Roller Grill

See other side for other oven types

Tornados are cook and serve products and should be cooked to an internal temperature that reaches or exceeds 161°F.

Equipment performance may vary, adjust time and temperature accordingly.

What You'll Need:

- Tornado
- Flavor grill tags
- Non-Sticky grill tags
- Serving sleeves
- Plastic tongs
- Roller grill (sanitized)
- Plastic gloves
- Thermometer (clean & sanitized)
- Tornados danglers, static clings and counter cards, available at www.ruizfoods.com

Quality Check:

Only serve Tornados that meet the following quality standards:

- Medium golden brown color
- Soft, oily exterior - crisp, but not dry
- Use a sanitized product thermometer to ensure that core temperature has reached or exceeded 161°F before serving.
- No excessive drying, cracking or leavening

Important Safety and Quality Tips:

- Wash hands and wear gloves before handling Tornados.
- Never overcrowd or force these Tornados.
- Never stop Tornados from different cases together on the same case.
- Never serve Tornados until they have been cooked to core temperature of 161°F or higher.

- Preheat roller grill on "10" or "161°F" setting for 10 minutes.
- Reduce temperature to "7" or "MEDIUM" heat.
- Fill roller grill with *10-12* per grill tag to ensure flairs on "Roller" grill tags indicated.
- Cook Tornados until internal core temperature reaches or exceeds 161°F. *Use thermometer to verify internal temperature reaches between 161°F and 162°F.*
- To serve, place fully cooked Tornados in the sleeves provided and hand to customer. *Close flairs up to top of grill or to serving case - grill is hot so please use appropriate care when 161°F and 162°F.*
- As product sells, consolidate cooked Tornados forward. Place frozen Tornados toward the back of grill behind "Roller" tag until they are properly cooked and ready for sale.

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Offer Multiple Flavors

- Remember that most people like to have multiple flavors to choose from.
- The Ruiz Foods Roller Grill Management Form will help you determine which flavors generate the most profit in each day part.
- Introduce new flavors periodically because most people like to try new flavors.

Promote to Lift Sales

- "2 for" specials and bundling Tornados with other items (like coffee or a cold drink) can be a strong enticement for customers.
- Highlighting a new Flavor of the Month can lift sales and help you find new flavors that might sell well in your store.
- Take advantage of the FREE POS items offered by Ruiz Foods - Grill Tags, Clings, Tent Cards, Danglers

