



Improve your margins with our *Seasoned With* **BUTT RUB®** Program

**"A little Butt Rub
makes everything better"®**

Bad Byron's Specialty Food Products, Inc.

For help in implementing this program in your store please contact:

Robert Worsley, Sales Manager
(229) 758-2828
robert@buttrub.com



Actual size of label 2"x3"



"This is the most successful seasoning program I have ever used in the meat department."
Ron Stevens, Market Manager, Homewood, AL Piggly Wiggly

Using our *Seasoned With BUTT RUB*® labels improves margins, pure and simple (20-50% average). Customers appreciate the convenience and wonderful flavor Butt Rub® imparts to meats. It has been particularly effective with pork and poultry.

Our World Championship Barbeque Seasoning improves the flavor of meat regardless of the cooking method. It is a popular choice year round.

Seasoned With BUTT RUB® labels will not only improve profit margins with meat, but will also increase sales of retail shakers of the seasoning itself.

This label meets all legal requirements.

Our product is all natural, Kosher and contains no sugar or MSG.

It does not take a lot of seasoning to get outstanding results. **Be careful not to over season** lean cuts of meat, such as center cut pork chops or boneless skinless chicken breasts.

Start out with less expensive cuts, such as leg quarters, split halves and wings. Then your customers will be willing to try other seasoned cuts, such as pork chops, ribs, Boston Butts, and pork tenderloins.



Also, for Best Results choose cuts with good marbling. Use your knowledge to put the Best meat in the program. The end result is a happy customer that will not hesitate to pay extra for this pre-seasoned meat.

- **Keep it fresh and do not over season**
- **Never use the program to move outdated or inferior product**
- **Make sure "Seasoned With" items are kept well stocked in your meat case**



Suggested uses for Deli

- Rotisserie Chicken
- Shake on fried foods hot out of oil – French fries, Chicken Wings, Okra
- Add an extra kick to your potato salad
- Excellent on Cold Roast Beef & Smoked Turkey Sandwiches
- Butt Rub® cannot be beat on BBQ Ribs, Pork, Chicken & Beef