



FUTURE OF FOODSERVICE

Get More Than a Product, Get a Partner

Consumers today are more educated and aware of where their food is sourced and how animals are raised, treated and fed. They are demanding a level of transparency that leaves gaps of opportunity in foodservice. Sponsored by Clemens Food Group.

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At Clemens Food Group®, we keep things simple, so you can too. We are a 6th generation, family-owned, American company that prides ourselves on raising healthy animals and building relationships with customers that are based on trust, not transactions. We offer a full line of fresh, quality pork through our flagship brand Hatfield® and through two new innovative product lines - Farm Promise™ and Premium Reserve®. Throughout our 120 years, we have maintained our commitment to quality, safety, food safety and partnership. We value our foodservice partnerships and are excited to continue to bring customized business solutions and fresh, quality pork to market. We are investing in our success and hope to be a part of yours. We Help Your Pork Reach a Higher Standard.

Consumers today are more educated and aware of where their food is sourced and how animals are raised, treated and fed. They are demanding a level of transparency that leaves gaps of opportunity in foodservice.

With Farm Promise™, we provide foodservice operators with the opportunity not only to offer food with integrity, but to capitalize on the “better for you” and “natural” trends that consumers demand. Now those consumers can rely on operators like you for quality, USDA Process-Verified, No Antibiotic Ever (NAE) pork.

Farm Promise™ helps you put better food in reach for your operation and customers. We've found a way to make NAE pork accessible and affordable, ensuring you stay on trend while maintaining your food costs. Some of today's largest fast casual chains are capitalizing on Farm Promise™ and you can too. Find out what Farm Promise™ can do for your operation and menu.

Bring Perfectly Marbled, Juicy and Mouthwatering to Your Menu.

Inspired by the juiciness of Hatfield® products, we created a revolutionizing line of pork to give operators an even greater advantage. Premium Reserve® is unlike any other pork you've ever worked with and it gives you the opportunity to wow your patrons and your bottom line. Through our proprietary marbling process, we're able to consistently deliver a perfectly marbled, mouthwatering eating experience.

Premium Reserve® performs in the kitchen and on the books with:

Fool-proof prep and faster cook times

Greater yields and longer holding times, ensuring flawless performance on the plate

The ability to deliver higher margins than beef and chicken options.

Premium Reserve® has the power to become your go-to menu item for customers that seek and cherish a steakhouse eating experience. Premium Reserve® boasts an unbeatable flavor that will keep your customers coming back for more, plus its consistent performance and higher margin potential make it a winning pork proposition.

Reinvigorate your menu and margins with Premium Reserve®.

We're Building for Your Future and Ours.

You may have heard that at Clemens Food Group® we are changing the way the industry is processing pork. We're bringing our family values to Coldwater, Michigan and expanding in a sustainable way. Our new 600,000 square foot facility, opening in 2017, was established with you in mind. We've invested in a state-of-the-art design that will significantly improve product freshness, consistency, and quality. Not only are we bringing over 800 jobs to the local Michigan community, but we're sourcing from family farms in Michigan, Indiana and Ohio to ensure that our expansion is sustainable and meets our quality standards. To learn more about how we're changing pork production and becoming part of the Coldwater community, visit us on [Facebook.com/CFGColdwater](https://www.facebook.com/CFGColdwater).