

REAL GRILLED CHICKEN

GOURMET BOUTIQUE TRU GRILL CHICKEN

- FULLY COOKED ON A REAL GRILL FOR THAT UNMISTAKABLE, TRUE GRILLED FLAVOR
- TRUE CHARRED GRILL MARKS, NEVER "BRANDED".



CHICKEN BREASTS GRILLING OVER AN OPEN FLAME

GOURMET BOUTIQUE APPEARANCE

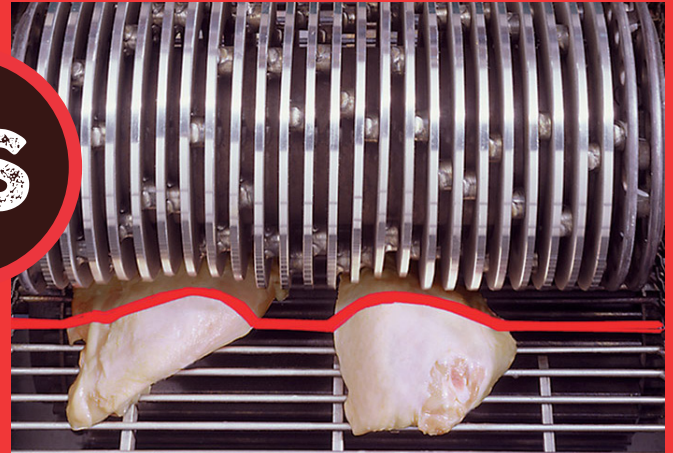
- Grilled on both sides and fully cooked on a grill with an exposed open flame, offering an authentic grilled chicken look and taste.
- Portion control chicken breasts, without rib meat, consistent size and shape, grilled to golden brown.

GOURMET BOUTIQUE FLAVOR

- The dripping of the chicken juices down onto the flames produces aromas that are absorbed into the product and are characteristic of grilling.
- Numerous and complex chemical reactions between the proteins and sugars in chicken (called the Maillard reaction) occur only during grilling at high heat, producing golden color and true grill marks.

"THEIR" GRILLED CHICKEN WITH FAKE GRILL MARKS

- CHICKEN IS COOKED IN A STREAM OVEN, THEN BRANDED.
- TASTES LIKE POACHED CHICKEN.
- ARTIFICIAL GRILL MARKS ARE APPLIED WITH BRANDING EQUIPMENT OR CARAMEL COLOR.



BRANDING CYLINDER

VS

"THEIR" APPEARANCE

- Branded on one side, the chicken breast is steamed and then exposed to a branding cylinder or other methods to mimic grill marks.
- Washed out, soggy looking appearance and an off white color from steaming or high moisture cooking.

"THEIR" FLAVOR

- Flavor reminiscent of chicken broth or a chicken flavor base
- Hydrolyzed plant protein is used to impart a generic savory flavor.
- The flavor is suggestive of inexpensive soup with a briny undertone.
- No flavor of grilling, whatsoever - a very commercial, mass produced product.

GOURMET BOUTIQUE'S GRILLED CHICKEN DEMONSTRATES AN ARTISANAL QUALITY THAT CANNOT BE REPLICATED BY THE HIGH VOLUME METHODS OF THE COMPETITION