



# THE RIB REVOLUTION

The changing palate and lifestyle of today's consumers has opened the door to new and exciting opportunities for ribs on the menu. This American favorite can now be enjoyed any time of day, in any setting, and serves as the perfect canvas for a wide range of exciting and craveable flavors.

While full and half rack portions are certainly the most popular, significant profits can be made by offering smaller portions as well. Serving ribs as a side, add-on, appetizer, sharing plate or small meal allows you to capture additional revenue from customers who may not normally order a full or half rack. It may also allow you to menu ribs at a price point that is more approachable for some customers.



Sweet Soy-Glazed Ribs



Herbed Chicken Breast with Tennessee Whiskey Basted Ribs

## NEW OPPORTUNITIES FOR RIBS ON THE MENU

A few fresh approaches to putting ribs on your menu, each with the potential to generate some serious profits:

### NEW FORMATS

Serve smaller portions of ribs as appetizers, sides, or sharing plates as a great alternative to full or half racks and a super profit-booster.

### NEW SETTINGS

Menu ribs for every daypart—even breakfast! They're fully cooked and so easy for any menu and any operation.

### NEW FLAVORS

Offer ribs with unexpected, non-traditional sauces and rubs for global and regional flair.

ITEM #	PRODUCT DESCRIPTION	PACKAGE
64998	FIRE BRAISED™ St. Louis Ribs	12 pc.
31944	AUSTIN BLUES® St. Louis Ribs	12 pc.
17360	AUSTIN BLUES® Loin Back Ribs	12 pc.
50528	SAUCY BLUES® St. Louis Ribs	12 pc.
50534	SAUCY BLUES® Loin Back Ribs	12 pc.

## DIVIDE AND PROFIT

**FULL RACK:** Yields 1 plated portion



Full rack menu price: \$17.99  
Full rack portion cost: \$10.00  
PROFIT PER PORTION: \$7.99 (x 1 portion)  
**FULL RACK PROFIT: \$7.99**

**HALF RACK:** Yields 2 plated portions



Half rack menu price: \$9.99  
Half rack portion cost: \$5.00  
PROFIT PER PORTION: \$4.99 (x 2 portions)  
**FULL RACK PROFIT: \$9.98**

**3-BONE:** Yields 4 plated portions



3-Bone menu price: \$5.00  
3-Bone portion cost: \$2.50  
PROFIT PER PORTION: \$2.50 (x 4 portions)  
**FULL RACK PROFIT: \$10.00**

**2-BONE:** Yields 6 plated portions



2-Bone menu price: \$3.49  
2-Bone portion cost: \$1.67  
PROFIT PER PORTION: \$1.82 (x 6 portions)  
**FULL RACK PROFIT: \$10.92**

**1-BONE:** Yields 12 plated portions



1-Bone menu price: \$1.99  
1-Bone portion cost: \$0.83  
PROFIT PER PORTION: \$1.16 (x 12 portions)  
**FULL RACK PROFIT: \$13.92**

Costs listed are for example purposes and will vary depending on markets and the type of operation. Estimated menu price accounts only for the cost of ribs and does not include sides.



# GET INSPIRED WITH THESE UNIQUE RIB MENU IDEAS.

**1. Herbed Chicken Breast with Tennessee Whiskey Basted Ribs**  
Surprise guests with this unexpected best-of-both-worlds entrée combo.

**2. Maple Espresso Ribs** Serve ribs as an indulgent and delicious breakfast side just like bacon or sausage.

**3. Chipotle Bacon Mac and Cheese with Saucy Rib Side**  
Double the comfort-food satisfaction with a zesty take on macaroni and cheese served with a small side of ribs.

**4. Salsa Verde Ribs** Offer Mexican corn on the cob alongside ribs for a portable combination with a globally inspired flavor profile.

**5. Saucy Rib Basket** Offer a twist on a traditional burger basket using ribs, Cheddar thyme cornbread, and spicy slaw.

**6. Jamaican Jerk Ribs** Serve a sweet and spicy taste of the Caribbean with an always popular jerk-seasoned rib appetizer.

**7. Thai Chili Ribs** Leverage the popularity of Asian flavors with a craveable appetizer or small plate.

**8. Black Cherry Ribs** Try a unique twist on classic ribs served with tempura onion rings.

**9. Southwest Style Ribs** with fresh corn salsa is the perfect sharing plate with a guest-pleasing flavor profile.

**10. Sweet Soy-Glazed Ribs**  
The robust flavor of these ribs make even a small portion truly memorable. Add a side salad for a perfect light lunch.

**Hormel Foodservice** knows ribs—after all, we've been producing them for more than a century. Make us your go-to for a full portfolio of rib offerings with options to suit your unique needs.



[hormelfoodservice.com](http://hormelfoodservice.com)

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Ideas That Deliver.®



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