

Innovative Appetizers & Craveable Bites







50 YEARS OF GREAT STARTS

For over 50 years, Fred's for Starters has been delivering the premium taste experience you and your customers expect. From traditional to trendy, Fred's offers a wide variety of products great for any menu application. Our products are made from the finest ingredients and are individually quick frozen to maintain freshness. We offer a complete line of breaded and battered appetizers featuring our signature cheese sticks, onion rings, stuffed jalapeños, vegetables, specialty items and more. Fred's is proud to be your starter partner!





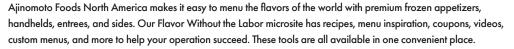


ADD MENU FLAVOR DIGITALLY





Scan the QR code above to learn more about Ajinomoto Foods North America and our products.





If you're not following us on Instagram, you're missing out!

Find us @ajinomotofoodsnorthamerica for innovative ways to use our appetizer products in a variety of applications.



WHY CHOOSE

FRED'S FOR STARTERS?



Quality ingredients



Crave-worthy flavors



Multiple breading and batter options



Broad product portfolio

COATING PROFILES



BEER BATTER

Pure beer (not diluted by water) added to batter mixture for a unique, rich-tasting profile. Most popular flavor in battered products.



AMERICAN BREAD CRUMB

Loaves of crusted bread ground up to create a homemade-style bread crumb with golden highlights.



POTATO CRUMB

Crispy crumb coating with potato flakes.



COATING BATTER

A light and airy mixture that delivers a crisp, crunchy texture with no crumb fall-off in operators' fryers.



CRACKER CRUMB

Finely crushed crackers produce a flat, dense crumb with a firm coating.



SPECIALTY BATTER

Used to create specialty or custom items (Funnel Cake, for example) while maintaining the product's integrity.



JAPANESE-STYLE BREAD CRUMB (PANKO)

Large bread crumb gives product an upscale enhancement with its gourmet appearance.



THE CLASSICS

PRODUCT LEGEND

Dietary

V - Vegetarian

VE - Vegan

LV - Lacto-Ovo Vegetarian

<u>Preparation</u>

DF - Deep Fry

BA - Bake

AF - Air Fry

PECCENITION		:/:	SQ / 2	DIETABL	PREPARE	K / K	/_	QUANTITY E	NET WIT	SUGGESTED	TAKEOUT
DESCRIPTION	App	SALA	ENTRE	DIET	PRE	PACK	EACH	92	K/F	SUG	PAK
Hotzzarella® Jalapeño Cheese Stick— 3 ¼" jalapeño-peppered mozzarella cheese stick in a spicy red pepper and vinegar flavored coating.	~	~	~	٧	DF	4/3# bags	0.97 oz.	192	12 lbs.	3 pcs.	~
Breaded Mozzarella Cheese Stick—3 ¼" creamy mozzarella string cheese coated in Italian-style breading. Fred's original mozzarella cheese stick.	~	~	V	٧	DF	6/4# bags	1.00 oz.	384	24 lbs.	3 pcs.	
Breaded Mozzarella Cheese Stick—3 ¼" creamy mozzarella string cheese coated in Italian-style breading. Fred's original mozzarella cheese stick.	~	~	~	٧	DF	6/4# boxes	1.00 oz.	384	24 Ibs.	3 pcs.	
Italian Breaded Mozzarella Cheese Stick—3 ¼" creamy mozzarella cheese stick coated with mild Italian seasoning and gourmet style bread crumbs.	V	~	~	٧	DF	6/4# boxes	1.00 oz.	384	24 Ibs.	3 pcs.	
Italian Breaded Mozzarella Cheese Stick—3 ¼" creamy mozzarella cheese stick coated with mild Italian seasoning and gournet style bread crumbs.	~	~	~	٧	DF	4/3# bags	1.00 oz.	192	12 lbs.	3 pcs.	
Golden Value Breaded Cheese Stick—3 ¼" Golden Value cheese stick with mozzarella coated with Italian-style bread crumbs.	~	~	~	٧	DF	4/3# bags	1.00 oz.	192	12 Ibs.	3 pcs.	
Classic Battered Mozzarella Cheese Stick—2 ¾" buttery and creamy classic mozzarella rectangular-cut cheese stick coating in a crispy batter with hints of black pepper.	~	~	~	٧	DF BA AF	6/2# bags	1.27 oz.	152	12 Ibs.	2 pcs.	~
Battered Mozzarella Cheese Stick—3 ¼" creamy mozzarella cheese stick covered in a crispy battered coating.	~	~	~	٧	DF BA AF	6/2# bags	0.94 oz.	204	12 lbs.	3 pcs.	~
Battered White Cheddar Curd Nugget—Wisconsin white cheddar cheese curd par-fried in a crispy battered coating.	~	~	~	٧	DF BA AF	6/2# bags	0.30 oz.	640	12 lbs.	10 pcs.	~
Breaded Ranch Flavored Cheese Curd—Wisconsin white cheddar cheese curd coated in a savory Ranch flavored breading.	~	~	~	LV	DF	6/2# bags	0.40 oz.	480	12 lbs.	8 pcs.	~
Breaded Nashville Hot Style Cheese Curd—Wisconsin white cheddar cheese curd coated in a spicy Nashville Hot style flavored breading.	~	~	~	LV	DF	6/2# bags	0.40 oz.	480	12 Ibs.	8 pcs.	~
Breaded Cheddar Cheese Cube—Cheddar-style cheese cubes breaded in an Italian-style seasoned coating.	~	~	~	٧	DF	6/4# boxes	0.30 oz.	1280	24 lbs.	10 pcs.	
	Breaded Mozzarella Cheese Stick—3 ¼" creamy mozzarella string cheese coated in Italian-style breading. Fred's original mozzarella cheese stick. Breaded Mozzarella Cheese Stick—3 ¼" creamy mozzarella string cheese coated in Italian-style breading. Fred's original mozzarella cheese stick. Italian Breaded Mozzarella Cheese Stick—3 ¼" creamy mozzarella cheese stick coated with mild Italian seasoning and gourmet style bread crumbs. Italian Breaded Mozzarella Cheese Stick—3 ¼" creamy mozzarella cheese stick coated with mild Italian seasoning and gourmet style bread crumbs. Golden Value Breaded Cheese Stick—3 ¼" Golden Value cheese stick with mozzarella coated with Italian-style bread crumbs. Classic Battered Mozzarella Cheese Stick—2 ¾" buttery and creamy classic mozzarella rectangular-cut cheese stick coating in a crispy batter with hints of black pepper. Battered Mozzarella Cheese Stick—3 ¼" creamy mozzarella cheese stick covered in a crispy battered coating. 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Breaded Cheddar Cheese Curd—Wisconsin white cheddar cheese curd v v v V DF 6/2# 0.40 480 12 8 pcs. lbs.



	ng profiles, packaging options, and slices such as thin cut, thick cut and petals.		SALA	ENTER	DIETABL	EPA .	PACK	EACH	QUANTITY :	NET WAT	SUGGESTED	TAKE SIZE
PRODUCT	DESCRIPTION	/₹	/8	/ ~	/ 8	/ 🔏	/ 🔏	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	/88	<i>[] \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ </i>	\z _{\z}	/3
0290020	Breaded Gourmet Thick Cut Onion Ring—¾" freshly sliced jumbo sweet Spanish onions are thin cut and coated in a panko bread crumbs. Hand-packed for less breakage.	~	~	~	٧	DF	8/2# boxes	1.00 oz.	192	16 Ibs.	3 pcs.	
0290220	Homestyle Breaded Onion Ring—3/s" freshly sliced jumbo sweet Spanish onions are thin cut and coated in a homestyle breading. Hand-packed for less breakage.	~	~	~	٧	DF	8/2.5# boxes	0.75 oz.	426	20 lbs.	4 pcs.	
2290320	Flour Coated Onion Rings—½" jumbo sweet Spanish onions are sliced and breaded in a delicious flour coating.	~	~	~	٧	DF AF	4/2.5# bags	0.79 oz.	200	10 Ibs.	4 pcs.	
0290420	Beer Battered Thin Cut Onion Ring—3/s" freshly sliced jumbo sweet Spanish onions that are dipped in 100% beer batter coating.	~	V	V	٧	DF BA AF	4/2.5# bags	0.57 oz.	280	10 lbs.	5 pcs.	
0291020	Beer Battered Thick Cut Onion Ring— ⁵ / ₈ " freshly sliced jumbo sweet Spanish onions that are dipped in 100% beer batter coating.	~	~	~	٧	DF BA AF	4/2.5# bags	0.91 oz.	176	10 Ibs.	3 pcs.	
0291120	Batter Dipt Thick Cut Onion Ring —1/2" freshly sliced jumbo sweet Spanish onions that are coated in a savory batter.	~	~	~	٧	DF BA AF	4/2.5# bags	0.70 oz.	228	10 Ibs.	4 pcs.	
0291320	Batter Dipt Skinny Onion Ring—3/8" freshly sliced jumbo sweet Spanish onion and battered with a crispy coating.	~	~	~	٧	DF BA AF	4/2.5# bags	0.47 oz.	340	10 lbs.	6 pcs.	
0293320	Battered Onion Petals—Jumbo sweet Spanish onions cut in a petal shape and then coated in a crispy batter.	~	~	~	V	DF	4/2.5# bags	0.25	640	10 lbs.	12 pcs.	_







FLAVOR INSPIRATION FOR MINISPIRATION FOR MINISPIRATION FOR



BREAKFAST WHITE CHEDDAR POUTINE

INGREDIENTS:

2 cups White Cheddar Nuggets [#0206420], cooked 3/4 cup Sausage Gravy, Prepared 1 Tbsp. Red Bell Pepper, Diced To Taste, Salt & Black Pepper Garnish, Scallions, Sliced

INSTRUCTIONS:

- 1. Top the Southern style hash browns with the sausage gravy and White Cheddar Curd Nuggets.
- 2. Sprinkle with red bell pepper and garnish with scallions.

Start planning your menu-visit Ajinomotofoodservice.com for more recipes!



"As the most experimental part of the menu, bite-sized appetizers are the fifth most frequently cited appetizer trend by chefs. Since they are small and generally low-priced, they require little customer commitment, and they fit perfectly with today's lifestyle trends."

-NRN

VEGGIE **FAVORITES**

PRODUCT LEGEND

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Dietary

V - Vegetarian **VE** - Vegan

Preparation

DF - Deep Fry **BA** - Bake AF - Air Fry

JALAPEÑO PEPPERS

Fred's for Starters offers a selection of jalapeño products designed to fit your customers' needs. Choose from stuffed or diced jalapeños.

		Ppr	SALA		DIETA	REP /	PACK	\\ \frac{4}{5}	/AA	, / <u>F</u>	9	
PRODUCT	DESCRIPTION	/₹	/5		19	/ a	/ 4	4	/ ० ४	/≥	SE	PEL
0203120	Mini Jalapeño Cheddar Big Bites—Cheddar cheese and a spicy jalapeño filling inside a formed, breaded bite.	<	~	<	V	DF BA AF	6/2# bags	1.02 oz.	188	12 lbs.	3 pcs.	~
0255420	Breaded Stuffed Jalapeño with Cheddar Cheese—Brined jalapeño halves filled end-to-end with cheddar cheese and breaded in a potato crumb coating.	~	~	~	٧	DF	4/3# boxes	1.14 oz.	168	12 lbs.	3 pcs.	
0255520	Breaded Stuffed Jalapeño with Cream Cheese—Brined jalapeño halves filled end-to-end with cream cheese and breaded in a potato crumb coating.	~	7	~	V	DF	4/3# boxes	1.14 oz.	168	12 lbs.	3 pcs.	

Fred's for Starters offers a selection of crowd-pleasing pickle products designed to fit your customers' needs. Available in battered and breaded chips as well as breaded spears with our delicious on-trend flavored coatings.

PRODUCT	DESCRIPTION	/4	/8	: }¥	/ å	/ 🔏	/ &	FA.	/ಕೆಕ	/ 🔻	\ <u>2</u> 2	Z Z
0274120	Battered Pickle Chips —Whole dill pickles sliced in-house and coated in a crisp, savory batter.	~	~	~	٧	DF BA AF	6/2# bags	0.35 oz.	549	12 Ibs.	8 pcs.	
0274220	Spicy Breaded Pickle Chips—Whole dill pickles sliced in-house and coated in a spicy breading.	٧	~	~	٧	DF BA AF	6/2# bags	0.35 oz.	549	12 Ibs.	9 pcs.	~
2270120	Garlic & Onion Flavored Breaded Pickle Spears— Freshly sliced and brined pickles covered with a savory seasoned breading that provides an extra crunchy coating	-	~	~	٧	DF	4/4# bags	1.50 oz.	172	16 Ibs.	2 pcs.	

r battered	s with fresh zuccl I circles and stick	nini and cuts it into various sizes perfect for any application. Choose from breaded s. Our zucchini comes out of the fryer with the ideal brown, crispy coating and is my garlic or ranch dip.		ALA	ENTRE	DIETADO	PREPAR	PACK	EACH	QUANTITY BE	ET WEIGH	UGG ESTER	KEOUT VERY FRIENDING	<i>}</i> /
	PRODUCT	DESCRIPTION	/▼	/ %	/4	/ 9	/ 🐔	/ ~	/ ¥	/ & &	/ ~	122	<u> P</u> <u>7</u>	
	0120020	Breaded Zucchini Stick—Fresh-picked zucchini sliced in-house (stick) and coated in a flavorful breading.	~	~	~	V VE	DF	6/4# boxes	0.64 oz.	600	24 Ibs.	5 pcs.		
	0123020	Breaded Zucchini Circle—Fresh-picked zucchini sliced in-house (circle) and coated in a flavorful breading.	~	~	~	V VE	DF	6/4# boxes	0.53 oz.	724	24 Ibs.	6 pcs.		
	0282420	Battered Zucchini Stick—Fresh-picked zucchini sliced in-house (stick) and coated in a crispy batter.	~	~	~	٧	DF BA AF	6/2# bags	0.64 oz.	300	12 Ibs.	5 pcs.	V	
	0282120	Battered Zucchini Circle—Fresh-picked zucchini sliced in-house (crinkle-cut) and coated in a crispy batter.	~	~	~	٧	DF BA AF	6/2# bags	0.50 oz.	384	12 Ibs.	6 pcs.		



vesting.	vory, whole-button mushrooms with flavor locked in by the freezing process		SALA	ENTRE	DIETABL	PREPAR	PACK	EACH	OUANTITY PER CATITY	NET WELC	SUGGESTER
PRODUCT	DESCRIPTION	√ ₹	/ 5	/ 🔏	/ å	/ &	/ 🔏	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	\Q#	/ ×	SE
0125120	Breaded Mushroom —Whole-button, naturally treated mushrooms covered in a cracker crumb coating.	~	~	~	V VE	DF	6/4# boxes	0.43 oz.	893	24 lbs.	7 pcs.
0282320	Battered Mushroom —Whole-button, naturally treated mushrooms covered in a crispy batter coating.	~	~	~	٧	DF BA AF	6/2# bags	0.43 oz.	446	12 Ibs.	7 pcs.
	CCOLI & OKRA ers other traditional vegetables such as cauliflower, broccoli and okra. DESCRIPTION	April	SALA	ENTRE	DIETADY	PREPAR	PACK	EACH	PERCUITY	NET WELC	SUGGESTER
0127620	Breaded Cauliflower with Cheese Flavor—Premium white cauliflower florets coated in a flavorful cheddar cheese breading.	~	~	~	/	DF	6/4# boxes	0.28 oz.	1380	24 lbs.	11 pcs.
0282220	Battered Cauliflower—Premium white cauliflower florets layered in a crispy batter coating.	~	~	~	٧	DF BA AF	6/2# bags	0.32 oz.	600	12 Ibs.	9 pcs.
0281720	Battered Broccoli with Cheese Flavoring—Frozen broccoli florets covered in a cheese flavored, tempura style batter.	~	~	~	٧	DF BA AF	6/2# bags	0.46 oz.	420	12 Ibs.	7 pcs.
0129920	Golden Value Breaded Okra Southern Style—Frozen, sliced okra coated in a savory onion and garlic flavored breading.	~	~	~	٧	DF	4/3# bags	0.20 oz.	960	12 lbs.	15 pcs.
FRIES™	Starters are vegetables with unique and exciting flavors. sse fun alternatives to potato fries!	/	SALA	ENTRE	DIETABY	PREPAR	PACK	EACH	PERCENTITY	NET WELL	SUGGESTER
	DESCRIPTION	A P	8	<u> </u>							
our menu with the		\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	7	DF	6/2# bags	1.47 oz.	131	12 Ibs.	2 pcs.

6/2#

bags

6/2#

bags

6/2#

DF

ВА

AF

DF

BA

AF

DF

ВА

0.44

oz.

0.20

oz.

0.20

oz.

436 12

960 12 15

960 12 15

pcs.

style batter with lemon and butter flavors.

with a toasted onion flavored batter.

spicy breading.

Battered Asparagus Fries—Fresh asparagus covered in a crisp hollandaise

Toasted Onion Battered Green Beans—Crisp, premium petite green beans

Spicy Breaded Green Beans—Crisp, premium petite green beans coated in a

0275620

0275720

0275020





FLAVOR INSPIRATION FOR WINTUSENSATION



SWEET & SOUR CRISPY CAULIFLOWER RICE BOWL

INGREDIENTS:

Battered Cauliflower (#282220), cooked

2 Tbsp. Sesame Oil

1/4 cup White Onion, Diced

1/4 cup Tri-color Bell Pepper, Diced 1 Tbsp.

1 Tbsp. Cilantro Leaves

1 Tbsp. Garlic, Minced

To Taste, Salt & Black Pepper

1 cup Sweet & Sour Sauce

1/4 cup Pineapple, Diced

3 cups, White Rice, Steamed

Garnish, Scallions, Sliced

Garnish, Sesame Seeds, Toasted

INSTRUCTIONS:

- 1. In a medium sauté pan, heat up the sesame oil on medium heat.
- 2. Add in the white onion, bell peppers, garlic, salt and black pepper, then cook for 1-2 minutes, or until the onions are translucent.
- 3. Stir in the sweet & sour sauce and the pineapple, then cook for another 2-3minutes, or until the sauce has reduced.
- 4. Fold in the Battered Cauliflower, then remove from heat.
- 5. Place the white rice into a serving bowl and top with the vegetable mixture.
- 6. Garnish with scallions and sesame seeds.

Start planning your menu-visit **Ajinomotofoodservice.com** for more recipes!



"Slightly more than half of all consumers (even higher for younger consumers) look forward to ordering signature appetizers at specific restaurants they visit. Creating that perfect signature appetizer, which instantly makes consumer think and crave something specific, is surely a way to get more people in the door.

—Datassential



SPECIALTY ITEMS

PRODUCT LEGEND

Dietary

V - Vegetarian **VE** - Vegan

Preparation

DF - Deep Fry **BA** - Bake

AF - Air Fry

SPECIALTY ITEMS

Looking for a signature menu item? Fred's for Starters is your source for unique, on-trend battered and breaded specialty products.

			App	<u> </u>	FN	DIETA	PREPA	PACK	EACH	CASE	NET W	100 P	EO S
PROD	OUCT	DESCRIPTION	/₹	78		/ 4	ا ۾	/ &	\ \frac{\x_{4}}{2}	\ 0 8	/₹	SE	7A, DEI
02411	20	Battered Sweet Corn Nuggets—Sweet, creamy corn filling in a golden brown, crispy batter coating.	~	~	~	٧	DF BA AF	6/2# bags	0.50 oz.	384	12 lbs.	6 pcs.	
02417	'20	Spicy Breaded Corn Nuggets with Jalapeños—Sweet, creamy corn filling and diced jalapeños in a flavorful breaded nugget.	~	~	~	٧	DF BA AF	6/2# bags	0.50 oz.	384	12 lbs.	6 pcs.	~
02416	520	Golden Value Battered Corn Nuggets—Sweet, creamy corn filling in a batter-coated nugget.	-	~	~	٧	DF BA AF	4/3# bags	0.57 oz.	336	12 Ibs.	5 pcs.	
01422	20	Mac & Cheese Bites*—Tender elbow macaroni blended with American cheese and other cheese then coated in a savory batter.	~	~	~	٧	DF BA AF	6/2# bags	0.70 oz.	274	12 lbs.	4 pcs.	~
01420	020	Smoked Gouda Bacon Flavored Mac & Cheese Bites®— Tender elbow macaroni blended with smoked Gouda and other cheese as well as savory bacon, then coated in a savory breading.	~	~	~		DF BA AF	6/2# bags	.60 oz.	318	12 Ibs.	5 pcs.	~



"Appetizers have plenty of expanded opportunities with this shift toward at-home eating, which often involves more people eating together than before. Adding these dishes to an order provides additional chances to please everyone dining together while also increasing overall check averages. It also gives consumers more exposure to a menu, which in turn could lead to more craving-inspired purchases in the future."

—Datassential









FLAVOR INSPIRATION FOR MONTH SENSATION



CRISPY PICKLE CHIP BANH MI

CRISPY PICKLE BANH MI INGREDIENTS:

6 each Battered Pickle Chips (#274120), cooked

1 each Baguette, Split & Toasted

1/4 cup Jalapeño Peppers, Sliced

6 oz. Asian BBQ Pork, Prepared & Sliced

1 Tbsp. Cilantro Leaves

2 Tbsp. Sriracha Mayonnaise

PICKLED RADISH & CARROTS INGREDIENTS:

1/2 White Vinegar

2 Tbsp. Sugar

2 Tbsp. Daikon Radish, shredded

2 Tbsp. Carrots

INSTRUCTIONS:

- 1. Heat a small saucepot with the vinegar and sugar on medium heat until the sugar dissolves.
- 2. Once the vinegar begins to simmer, add in the daikon radish and carrots,
- 3. Pour the vegetables into a storage container and refrigerate until chilled to make the pickled daikon radish and carrots.
- 4. Open the baguette and place the jalapeño peppers, Asian BBQ pork, pickled daikon radish and carrots, Battered Pickle Chips and cilantro leaves on the
- 5. Spread the top half with the sriracha mayonnaise and close the sandwich.

Start planning your menu-visit **Ajinomotofoodservice.com** for more recipes!



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