

HOW PEER FOODS ADDRESSES THE MAJOR CRITICISMS ABOUT BACON

There is no such thing as perfect bacon, but Peer Foods is working hard to be the first manufacturer to come up with perfection. No other bacon manufacturer goes to so much effort to address the customer's needs.

We have conducted many competitive cuttings and interviewed many operators about what their major complaints are regarding bacon:

What is Criticized Most about Bacon?

1. Sloppy placement of product in the box.
2. Poor control on slice counts.
3. Using completely different length bellies in the same box.
4. "Ears", "Hooks", broken pieces, pickle pockets and wrinkled slices.
5. Lack of internal or secondary lean.
6. Inconsistent slice lengths.
7. Too salty.
8. Too much shrink, too much curling during cooking.
9. Level of nitrite.
10. Open code dating-preference is Julian Code dating.
11. Slices less than $\frac{3}{4}$ of an inch in width or over $1 \frac{3}{4}$ inches.
12. Too big of a box for storage purposes.
13. Product freshness and color.

Peer Foods is aware of what are the main problems all other packers face. Peer Foods has effectively addressed each of these problems.

The Smoke Flavor Difference

Peer Foods uses a special, extra slow hardwood smoking process that separates us from our competitors. By slow smoking our bacon with specially selected premium hardwood and hickory, we create a unique flavor that cannot be matched. Many low priced competitors use a “hurry it through the smokehouse” approach. Others even use a liquid smoke to flavor their products.

The Cooking Difference

Ask the chef to cook up Peer bacon next to the competition. With smaller, leaner bellies, uniform slices, and no injection process to break down the bacon you will witness remarkably less shrink. There will be little curling and shriveling up of Peer bacon strips. There is no comparison to Peer’s fantastic plate coverage.

Taste the Difference

Your customers will know that they are enjoying something special. Peer’s old fashioned dry curing, workmanship and slow processing produces a rich flavor that cannot be duplicated. For the chef that claims to only serve the “best”, there is no other bacon than Peer bacon.

Notice the deep red mahogany color in Peer bacon when you open the box. It is the first sign that Peer bacon has no equal.