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Johnsonville® Announces New Heat-and-Eat Sandwiches

America's leading sausage company introduces three bold varieties of grab 'n' go goodness

Sheboygan Falls, Wisconsin – To meet demands of today's busy consumer seeking convenient, flavorful and affordable breakfast and snack solutions, Johnsonville® Sausage, LLC, introduces hand-held sandwiches featuring the company's famous link sausage enrobed in a soft, warm roll.

The 5-ounce sandwiches—which debuted at the 2009 Research Chef Association Conference in Dallas and Pizza Expo in Las Vegas this spring—feature on-trend flavors and intriguing ingredients already built into a juicy, savory smoked-sausage link, including:

- Southwestern Style – corn kernels, black beans and bell pepper, with just the right blend of seasonings to perk up taste buds any time of day or night
- Spicy Sunrise – scrambled egg, cheese and onion for a tantalizing jump-start to morning
- Sweet & Smokey – the sweet contrast of real Vermont maple syrup for at-the-breakfast-table flavor

For time-starved customers on the go, Johnsonville's hand-held sandwiches—frozen to lock in just-made freshness—are individually wrapped and go from freezer or refrigerator case to the microwave for a hot sandwich in 75 seconds or less. Or, merchandise straight from your point-of-sale warmer, where sandwiches maintain optimum quality for up to four hours. The full line of Johnsonville's new grab 'n' go sandwiches also includes Smoked Bratwurst and Smokey Cheddar Sausage.

“Johnsonville's hand-held sausage sandwiches satisfy the cravings of an increasing number of customers who seek something extremely flavorful that can be eaten in the car, at the office, between classes—virtually any occasion that requires a quick and tasty meal solution,” says Sarah Babb, Johnsonville's Senior Brand Manager. “What's more, because our sandwiches are priced to sell quickly, outlets like C-stores and food kiosks in public areas gain a competitive edge over quick-service restaurants, building customer frequency.”

About Johnsonville Sausage®

Johnsonville® Sausage, America's No. 1 sausage brand according to AC Nielsen, is known and trusted in 27 countries throughout the world. Through its commitment to providing “world-class culinary” sausage solutions to customers through unparalleled quality and flavor, Johnsonville endeavors to create awareness for sausage as a key ingredient on trend-setting menus while influencing the menu trends of tomorrow.

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