



July 30, 2009  
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## **BIG Flavor in Fewer Bites. New Sausage Minis from Johnsonville®**

*Mini Stadium Style Brats and Mini Italian Sausages help operators easily catch the "smaller is bigger" wave sweeping menus nationwide.*

Sheboygan Falls, Wisconsin – Small plates, "sliders," tapas, bite-sized desserts—these days, "mini" on the menu means BIG business. To help operators leverage the increasing "less is more" demands of customers in the most flavorful way, Johnsonville® Sausage, LLC, introduces new Sausage Minis in two marketplace-driven varieties that boast all the World Class Culinary flavor by which Johnsonville's family of on-trend sausage products are known—only in fewer bites.

Mini Stadium Style Brats offer the uniquely seasoned brats customers crave. Mini Italian Sausages feature a special blend of Italian herbs and spices. Hot off the grill and served with all the fixin's, Minis are a profitable, year-round menu selection for sit-down or grab 'n' go. Johnsonville's Sausage Minis also offer a convenient and profitable way to add big, bold flavor to menus and create variety across all dayparts.

"Our new Sausage Minis combine value, sensibility and satisfaction in a product that helps operators easily catch the 'mini' wave sweeping the nation's menus," says Gene Rech, Johnsonville's director of foodservice. "And just like their full-sized counterparts, Minis boast the authentic taste that patrons of all ages and all industry segments have come to expect from Johnsonville."

Indeed, good things often come in smaller packages—new Sausage Minis capitalize on their diminutive size to greatly expand creativity in menu planning, with easy-to-promote ideas that have strong appeal with American palates. Such as:

- **Mini Combos.** Partner zesty Mini Stadium Style Brats with chopped onion and coarse-ground mustard, and serve on pretzel rolls. And, snuggle spicy Mini Italian Sausages inside mini hard rolls layered with strips of sautéed red and green bell pepper.
- **Caprese Gone Crazy Sandwich.** Transform popular Italian Caprese salad and make it good to go! Tantalizing Mini Italian Sausage, split and sizzling hot, complemented by fresh basil, mozzarella and sliced tomato and served on a fresh bakery roll with sundried-tomato pesto.
- **German Style Brat Platter.** Smother three Mini Stadium Style Brats in red-cabbage relish, dot with sweet-and-sour German-style mustard, and serve on mini pretzel rolls—with German potato salad on the side, of course.
- **Piccolo Italian Sampler Platter.** Crown al-dente bowtie pasta (tossed with juicy cherry tomatoes and pesto) with fresh-off-the-grill Mini Italian Sausages. A perfectly portioned menu offering that's bold and meaty, yet perceived as "lighter" by patrons.

Only 3.5 inches long and 1.6 ounces each, skinless Sausage Minis can be heated for service in minutes, saving both labor and time. Like all Johnsonville Sausage products, Sausage Minis are made with the freshest cuts of pork, with no TVP (textured vegetable protein), fillers or cereals added. They're packed frozen for storage convenience at 2/5-lbs. to a case.

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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Additional product photography available upon request.