

GAME DAY

*Ideas to help your
business be*
BETTER THAN EVER!

We've got everything you
need to feed a crowd.



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MARKETING TIP

Promote Early & Often

Post your game-day promotions on your website, social media, Google Business Profile, and in-store signage well before the season starts. Keep the buzz going with countdown posts and reminders.

Refreshments Have Arrived



SUGAR FREE BLACK RASPBERRY BEVERAGE
227761 - 12/17 oz.

VANILLA CHERRY W/CAFFEINE BEVERAGE
227741 - 12/16 oz.

SUGAR FREE KIWI STRAWBERRY BEVERAGE
227766 - 12/17 oz.

BLUE RASPBERRY W/CAFFEINE BEVERAGE
227759 - 12/16 oz.



CLAMATO JUICE
220889 - 12/32 oz.

REAL LEMON JUICE
221550 - 8/48 oz.



ROOT BEER SODA BOTTLE
228451 - 6/4 ct. 12 oz.

CREAM SODA BOTTLE
228452 - 6/4 ct. 12 oz.

TROPICAL GINGER SPRITZ

INGREDIENTS

3 oz. Pacific Original Barista Coconut Milk (217046)

2 oz. Maui Mango Smoothie Base (223576)

48 oz. Shasta Caffeine Free Ginger Ale Soda (229282)

1 ea. Fresh Mint (133321)

1 ea. Oranges (103850)

PREP | In a glass, muddle a few mint leaves to release their aroma.

Add ice and pour in the coconut milk and mango smoothie base. Stir to combine. Slowly top with ginger ale to add a fizzy kick.

Garnish with an orange wheel and a sprig of mint. Serve immediately and enjoy!



Appetizers to **KICK THINGS OFF**



**BREADED RANCH
CHEESE CURD**
780578 - 6/2 lb.



MACARONI & CHEESE BITES
780577 - 6/2 lb.

**SMOKED GOUDA, BACON
& MACARONI BITE**
705769 - 6/2 lb.

**TOASTED ONION BATTERED
GREEN BEANS**
705721 - 6/2 lb.

**FULLY COOKED CHICKEN
KIMCHI POTSTICKER**
705798 - 120/1 oz.



**SWEET CORN BACON
DUCK WONTON**
683331 - 100/1.2 oz.



**BREADED ORIGINAL
CHEESE CURD**
705551 - 2/5 lb.

**BREADED SEASONED
CHEESE CURD**
705555 - 2/5 lb.



WHITE NAKED CHEESE CURDS
624279 - 20/8 oz. packs

**BREADED WHITE CHEDDAR
CHEESE CURD**
624316 - 4/2.5 lb.

**SLICED BREADED PORTABELLA
TOP HAT MUSHROOMS**
624400 - 6/2 lb.



**NEW! BREADED HATCH
GREEN CHILI WHITE
CHEDDAR CHEESE CURD**
706774 - 2/5 lb.

**NEW! BEER BATTERED WHITE
CHEDDAR CHEESE CURD**
706772 - 2/5 lb.

GARLIC CHEESE CURD
706756 - 2/5 lb.

**JALAPENO WHITE
CHEDDAR CHEESE CURD**
706705 - 2/5 lb.



**SRIRACHA BREADED
CHEESE CURDS**
706770 - 2/5 lb.

DILL PICKLE CHEESE CURD
706704 - 2/5 lb.

MAKE EVERY BITE A "WORTH IT" MOMENT WITH MCCAIN



POTATO



**OR SEASONED TWISTER
FRENCH FRIES**
689043 - 6/4 lb.

OR TATER TOTS
702763 - 6/5 lb.



**5/16" OR EVERCRISP
THIN FRENCH FRY**
701392 - 6/5 lb.

VEGETABLE



**BREADED BUTTON
MUSHROOMS**
706442 - 1/3 lb.

BREADED PICKLE CHIPS
706042 - 6/2.5 lb.



BREADED PICKLE SPEAR
706029 - 4/4 lb.

**BROCCOLI CHEDDAR
TADO POPPER**
705707 - 1/2.5 lb.

CHEESE

**3" BREADED MOZZARELLA
CHEESESTICK**
705855 - 1/4 lb.



**NEW! OR BREADED NACHO
CHEESE TRIANGLES**
704231 - 6/2 lb.

Crowd-Pleasing Ways To Elevate Apps

CHEESE CURDS

Top with scallions and crispy bacon bits
Drizzle with hot honey and
serve with ranch
Toss in "everything bagel"
seasoning after frying

MOZZARELLA STICKS

Sprinkle with fresh basil and
grated parmesan after frying
Serve with Vodka sauce or
creamy tomato basil sauce

FRENCH FRIES

Serve in shareable cast iron
skillets for table appeal
Load them up! Pulled pork and BBQ
sauce or Buffalo chicken and bleu
cheese crumbles and classic combos

HOW POUTINE CAN ADD COMFORT AND CREATIVITY TO YOUR MENU

Few dishes strike the perfect balance between nostalgic comfort and modern creativity quite like poutine. What began as a humble roadside snack in rural Québec has become a menu staple that's both familiar and endlessly adaptable. If you're looking for a way to boost traffic, encourage sharing, and add a craveable, high-margin dish to your lineup, poutine deserves a closer look.

FROM CLASSIC ROOTS TO MENU STAR

Traditional poutine dates back to the late 1950s, built on three simple but essential elements: crispy fries, fresh white cheddar cheese curds, and warm brown gravy. Together, they create an indulgent, satisfying dish beloved across Canada and increasingly popular in the U.S.

At its core, the magic of poutine is its approachability. Guests love the comforting combination of salty, creamy, and savory flavors. And for restaurant owners, it's a dish that's easy to prep, scales well for dine-in or takeout, and offers plenty of room for creativity.

WHY POUTINE IS TRENDING

Today's diners want food that feels familiar but special. They're drawn to bold comfort foods, playful presentations, and globally inspired flavors—and they're eager to share those experiences on social media. Poutine checks all those boxes.

- Offering poutine on your menu helps you tap into:
- The comfort food trend: It's warm, hearty, and deeply satisfying.

- Customizable appeal: Like loaded fries or nachos, poutine becomes a blank canvas for seasonal specials.
- Instagram-worthy presentation: Skillets piled high with toppings or flights of mini poutines photograph beautifully.

START WITH THE BASICS

Before you experiment, make sure your classic poutine is consistently great:

Use fresh-cut, skin-on fries that stay crisp under sauce. Source authentic white cheddar curds for that signature squeak. Prepare a flavorful, balanced gravy that coats without turning the dish soggy. Nailing the fundamentals will keep both purists and first-timers coming back.

ELEVATE WITH PREMIUM INGREDIENTS

Once you've perfected the base, consider premium add-ons to turn poutine into a shareable centerpiece or hearty entrée:

- Protein upgrades: Braised short rib, pulled pork, smoked brisket, or duck confit.
- Gravy twists: Mushroom demi-glace, peppercorn sauce, or red wine reduction.
- Cheese blends: Mix curds with Gouda, fontina, or truffle-infused cheese.
- Finishing touches: Fresh herbs, crispy shallots, pickled jalapeños, or a drizzle of truffle oil.

These small upgrades can justify a higher price point and create buzzworthy menu features.

PRESENT IT DIFFERENTLY

How you serve poutine matters just as much as what's on it. Using a cast iron skillet or small pan keeps the dish warm and adds rustic appeal.

You can even set up a build-your-own poutine bar for game days or special events.

EXPLORE UNIQUE FLAVOR COMBOS

Poutine is incredibly versatile. Global influences and unexpected ingredients can set your version apart:

- Buffalo chicken, bleu cheese, and scallions.
- Tex-Mex style with queso blanco, chipotle crema, and chorizo.
- Korean-inspired with shredded beef, kimchi, and gochujang.
- Lobster poutine with a rich bisque-style gravy.
- Brunch poutine with fried eggs, hollandaise, and bacon.

Seasonal or limited-time specials keep your menu fresh and give guests a reason to come back.

TURNING TRADITION INTO OPPORTUNITY

Poutine is a chance to delight guests with something comforting, customizable, and shareable. By starting with the basics, adding premium touches, and exploring creative twists, you can transform this Canadian classic into a signature dish that drives sales and creates memorable dining moments.

From the ULF Kitchen to Your Menu!

BIRRIA BEEF NACHOS

INGREDIENTS

- 1 ea. Hormel Low Sodium Pot Roast (553358)
- 0.5 lb. La Franchera Birria Base (294319)
- 0.5 lb. Major Demi Glace (294358)
- 2 oz. Flav R Pac Veggie Baja Roast (760822)
- 2 Tbsp. Cilantro (127712)
- 3 oz. Chef-Mate White Queso (294556)
- 2 oz. Old Dutch Tortilla Chips (202564)
- 1 oz. Tabasco Picante Sauce (289906)

PREP | Cut pot roast in quarters and pull apart into bite sized pieces.

Bring the demi glace and birria base to a boil together until thickened. Set aside.

To make the nachos, heat 5 oz. of pot roast with 2 oz. of birria sauce until sauce is mostly reduced. Heat the baja blend vegetables.

In serving bowl, place the chips and top with the vegetables, cheese sauce, birria beef, queso, and salsa picante.



Perfect Picks FOR DIPPING AND SHARING

Large, sharable portions encourage group dining and can lead to higher sales volumes. Technomic's data suggest that items designed for sharing are particularly popular among younger consumers and those dining in groups.



DELIGHTFUL DIPS



**SINGLE
SERVE MILD
GUACAMOLE** GF
114515 - 36/2 oz.

**REFRIGERATED
PICO DE GALLO
GUACAMOLE**
114510 - 6/2 lb.



**N/D PICO DE
GALLO W/
JALAPEÑO**
144074 - 1/5 lb.

**N/D MANGO &
PINEAPPLE SALSA
W/TOMATOES**
140076 - 1/5 lb.



**SPINACH
ARTICHOKE DIP**
704123 - 36/6 oz.



**ULTIMATE
YELLOW CHEESE
SAUCE POUCH**
214133 - 6/106 oz.

**NEW! QUESO
BRAVO
CHEESE DIP**
214131 - 6/5 lb.



**PICANTE SALSA
SAUCE**
289906 - 16/16.2 oz.

VESSELS



**4 CUT TRI-COLOR
TORTILLA CHIP**
783042 - 1/25 lb.

**VALUE 4 CUT YELLOW
TORTILLA CHIP**
783047 - 1/30 lb.



**RESTAURANT
TORTILLA CHIPS**
202564 - 9/13 oz.

TACO IN A BAG CHIPS
202567 - 72/1.75 oz.

RIPPLES POTATO CHIPS
202632 - 9/14 oz.

From the ULF Kitchen to Your Menu!

PHILLY STEAK FRY BOWL

INGREDIENTS

**8 oz. McCain 3/8" OR
IncrediCrisp French
Fries** (702361)

**3 oz. Two Rivers Enhanced
Beef Thin Sliced Lip
Off Ribeye** (554910)

**1 oz. Jumbo Yellow
Onion** (138750)

**1 oz. Medium Green
Peppers** (129720)

1 oz. Red Peppers
(129809)

**2 oz. JTM Beer Cheese
Dip** (787048)

**2 tsp. Baron Spices Quebec
Seasoning** (280938)

PREP | In sauté pan, fry the onions, peppers, diced beef and seasoning until done. Heat the cheese sauce. Place fries in 350 degree deep fryer and cook until golden crisp. In bowl, Place the fries on the bottom of the bowl, top with the beef and pepper mixture and drizzle beer cheese over the top.



Add a little CRUNCH



**1/4" DILL CRINKLE CUT
HAMBURGER PICKLE**
280749 - 1/5 gal.

NEW! PICKLE SHREDIES
280750 - 1/2 gal.

NEW! HOT RED PEPPER RELISH
280751 - 1/1 gal.

JALAPENO PICKLE SPEAR
282618 - 1/2 gal.

Cool Apps HOT PROFIT

Our culinary specialists are dedicated to sharing ideas that appeal to today's consumer tastes and benefit your bottom line. They have broken down some simple app ideas that could mean big things for your business.

Get inspired and watch your profits grow.



HUMMUS + PITA BREAD

96¢ portion cost x 4 = \$3.84 plate cost

Price a four serving portion for \$14.00 for a profit of \$10.16



88¢ portion cost x 4 = \$3.52 plate cost

Price a four serving portion for \$12.00 for a profit of \$8.48



JUMBO PRETZEL + SAUCE

\$1.17 portion cost = \$4.71 plate cost

Price a four serving portion for \$16.00 for a profit of \$11.29



STUFFED MINI PEPPERS

72¢ portion cost x 4 = \$2.88 plate cost

Price a four serving portion for \$12.00 for a profit of \$9.12



MEAT + CHEESE + CRACKERS

\$1.27 portion cost x 10 = \$12.70 platter cost

Price a party platter for ten at \$45.00 for a profit of \$32.30



VEGGIES + DIP

86¢ portion cost x 10 = \$8.60 platter cost

Price a party platter for ten at \$35.00 for a profit of \$26.40

STRONG STARTERS



**NEW! IQF BREADED
WALLEYE BITE**
624529 - 1/10 lb.



**NEW! FULLY
COOKED GLUTEN
FREE BREADED
BONELESS
CHICKEN WINGS** GF
681597 - 2/5 lb.

**FULLY COOKED
CHICKEN WING
DITTIES**
681544 - 2/6 lb.

**FULLY COOKED
BONELESS
COUNTRY STYLE
CHICKEN WINGS**
681598 - 2/5 lb.



**FULLY COOKED
OVEN ROASTED
NAKED CHICKEN
WINGS**
681525 - 2/6 lb.



**OR FULLY COOKED
GOLD N'SPICE
CHICKEN STRIP**
682658 - 2/5 lb. 1.1 oz.



**WILD ALASKAN
POLLOCK WINGS**
629317 - 2/5 lb. .84 oz.



**FULLY COOKED
BONE-IN SEASONED
MINI PIG WINGS**
563115 - 2/5 lb.



**OR WINGETTE/
DRUM CHICKEN**
669382 - 4/10 lb. avg.

**OR 1/8" CUT
MARINATED
CHICKEN**
669130 - 12/3.25
lb. avg.



**FULLY COOKED
DUCK WING
DRUMETTE**
683324 - 2/5 lb.



* Pricing is based on approximate total plate food costs, your exact costs may differ. *

DIP IT OR DUNK IT

Condiments / Sauces



Saucy Combos We're Loving

CHICKEN TENDERS

Waffles + Nashville Hot Sauce + Honey

MEATBALLS

Teriyaki Sauce + Green Onions + Sesame Seeds

POLLOCK WINGS

Buffalo Sauce + Ranch Dressing

CHICKEN WINGS

Tossed in Garlic Parmesan Sauce + Trio of Dipping Sauces (Buffalo, Smoked Black Pepper BBQ, & Honey Mustard)



Ranch Pickle Dressing

270133- 2/1 GAL.

A thick and creamy ranch blended with tangy and bold dill pickle flavor that perfectly complements the savoriness of Hidden Valley Original Ranch.



Ranch Buffalo Dressing

270134- 2/1 GAL.

A thick and creamy ranch that balances the kick of buffalo flavor with the cooling effect of Hidden Valley Original Ranch.



ORIGINAL CAYENNE PEPPER SAUCE

274944 - 4/1 gal.

ORIGINAL HOT BUFFALO WING SAUCE

274951 - 4/1 gal.



ORIGINAL BBQ SAUCE

289960 - 4/1 gal.



KIKKOMAN

TERIYAKI GLAZE

235283 - 6/5 lb.

SOY SAUCE

235309 - 4/1 gal.

Crafted For EXCITEMENT

Ventura Sauce Craft™ offerings add back of house ease and enable you to create endless new menu possibilities.



BUFFALO SAUCE

235237 - 2/1 gal.

GARLIC PARMESAN SAUCE

235236 - 2/1 gal.

HONEY BOURBON BBQ SAUCE

463410 - 2/1 gal.

KOREAN PEPPER GOCHUJANG SAUCE

463594 - 4/5 gal.



NASHVILLE HOT SAUCE

463596 - 4/5 gal.

ORIGINAL RANCH DRESSING ^{GF}

271951 - 4/1 gal.

REFRIGERATED NEW YORK STYLE BLUE CHEESE DRESSING

270160 - 4/1 gal.



REFRIGERATED ORIGINAL RANCH DRESSING ^{GF}

270120 - 6/32 oz.

SMOKED BLACK PEPPER BBQ SAUCE

463411 - 2/1 gal.

SWEET CHILI SAUCE

463592 - 4/5 gal.

TERIYAKI SAUCE

463599 - 2/1 gal.

CHIPOTLE HONEY BBQ SAUCE

463409 - 2/1 gal.



SWEET & SPICY BBQ SAUCE CUP

274406 - 96/1.25 oz.

BUFFALO WING SAUCE CUP

274408 - 96/1.25 oz.

SWEET CHILI SAUCE CUP

274412 - 96/1.25 oz.

GARLIC PARMESAN SAUCE CUP

274417 - 96/1.25 oz.

ORIGINAL RANCH DRESSING CUP ^{GF}

463378 - 160/1.25 oz.

HONEY MUSTARD SAUCE CUP

274400 - 96/1.25 oz.

SAUCE IT UP



**TABASCO
PEPPER SAUCE**
289900 - 24/2 oz.
289728 - 12/5 oz.



BOOM BOOM SAUCE GF
463012 - 4/1 gal.
**SWEET GARLIC
TERIYAKI SAUCE**
463070 - 4/65 oz.

BOOM BOOM BITES

INGREDIENTS:

Ken's Boom Boom Sauce
463012 | 4 oz.

**Freshwater IQF Breaded
Walleye Bite**
624529 | 6 oz.

Tulkoff Chopped Garlic
430439 | 1 oz.

**Cortona Grated Parmesan
Pecorino Romano Cheese**
212214 | 1 oz.

**McCain 3/8" Skin-On Pub
Style French Fry**
690042 | 5 oz.

PREP | Fry freshwater
walleye bites until
they reach an internal
temperature of 145°F.

Fry pub style fries until
golden and crispy.

Toss Freshwater
walleye bites in Kents
Boom Boom sauce.

Toss fries with grated
Parmesan cheese and salt.

Assemble in a basket and
serve with extra Boom
Boom sauce on the side.



NOTABLE UPCOMING GAMES

** There are far more than are just shown below **



Date	Match-Up	Location	Time	TV
7-Sep	Green Bay Packers vs. Detroit Lions	WI	3:25PM	CBS
13-Sep	University of Minnesota Duluth vs. Mankato	MN	4:00PM	
14-Sep	Minnesota Vikings vs. Atlanta Falcom	MN	7:20PM	NBC
29-Sep	Green Bay Packers vs. Cincinnati Bengals	WI	3:25PM	CBS
12-Oct	Green Bay Packers vs. Cincinnati Bengals	WI	3:25PM	CBS
17-OCT	University of Minnesota Duluth vs. Nebraska	MN	7:00PM	
1-Nov	University of Minnesota Duluth vs. MI State	MN	TBD	
8-Nov	University of Minnesota Duluth vs. Bemidji	MN	12:00PM	
23-Nov	Green Bay Packers vs. Minnesota Vikings	WI	12:00PM	FOX
29-Nov	University of Minnesota Duluth vs. University of Wisconsin Madison	WI	TBD	
6-Dec	Big Ten Championship Game	IN	8:00PM	FOX
7-Dec	Green Bay Packers vs. Chicago Bears	MN	12:00PM	FOX
25-Dec	Minnesota Vikings vs. Detroit Lions	MN	3:30PM	Netflix
1/26/2026	Conference Championship Games		TBD	
2/8/2026	Super Bowl LIX	Santa Clara, California	5:30PM CT	Fox

MINIMAL LABOR ITEMS

for after hours snackers.

Just because the kitchen is closed doesn't mean the good times have to stop! These low labor items are simple to heat and serve any time. *Late night cravings don't stand a chance.*



12" IW MEAT LOVERS PIZZA

573862 - 6/25.75 oz.

12" IW PEPPERONI PIZZA

573860 - 6/22.75 oz.

12" IW SAUSAGE & PEPPERONI PIZZA

573861 - 6/24.75 oz.

10" IW CHICKEN BACON RANCH PIZZA

573889 - 12/1.125 lb.

5" X 11" OVEN FRIED FLATBREAD W/RED SAUCE

573892 - 1/12 ct. 8 oz.

5" X 11" OVEN FRIED FLATBREAD W/ GARLIC BUTTER

573894 - 1/12 ct. 8 oz.

Supplies To Keep You Running Smoothly



24"X1000' HEAVY DUTY ALUMINUM FOIL ROLL

800111 - 1/1 roll

HALF SIZE DEEP FOIL STEAM PAN

800104 - 1/100 ct.

HALF SIZE FOIL STEAM PAN LID

800103 - 1/100 ct.



Companions®

CUTLERY KIT (Knife, Fork, Spoon, Napkin, Salt & Pepper)

845263 - 1/250 ct.

HEAVY WEIGHT POLYSTYRENE BLACK FORK

845257 - 10/100 ct.

8" NEON SLIM UNWRAPPED STRAW

809164 - 10/500 ct.

9"X9" 1-PLY WHITE BEVERAGE NAPKIN

830313 - 8/500 ct.



9" X 9" X 3" 1 COMPARTMENT PFAS FREE HINGED CONTAINER

845357 - 2/100 ct.

2 OZ. CLEAR PLASTIC SOUFFLE CUP

080324 - 50/50 ct.

2 OZ. CLEAR PLASTIC SOUFFLE LID

080325 - 50/50 ct.

CONTACT US

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