



A Fresh look at Frozen.

Frozen veggies and fruits all start fresh from the farm to ensure customer satisfaction and profits.



FROZEN

OPC FROZEN vegetables and fruits are **picked and packed in just hours, at their peak of ripeness**, optimal flavor and maximum nutritional value.

FROZEN and properly stored vegetables and fruits **"lock in" nutrients and important vitamins**. Quick freezing stops the nutrient loss that occurs with "fresh" produce.

With **FROZEN, all the pre-prep is done**, before you open the package.

FROZEN vegetables and fruits are **never out of season, so you can benefit from their unmatched consistency and uniformity** anytime, anywhere, all year round.

FROZEN veggies and fruits arrive to you **fully prepared and recipe-ready**. You profit from 100% yield. And, with the advantage of a 2-year shelf life, you benefit from virtually no waste.

vs.



FRESH

1

80% of consumers believe "fresh" produce is no more than 4 days old when purchased. In fact **"fresh" produce can be 13 days (or more) old** before being served to a guest.

2

FRESH produce is typically **picked before it is ripe, prior to developing a full spectrum of vitamins and minerals**. During transit, it is often exposed to direct heat and light, which degrade some nutrients – along with flavor and color.

3

FRESH produce requires **time and labor-intensive sorting, cleaning, slicing and dicing**, adding to your food cost.

4

Many FRESH vegetables and fruits are **subject to seasonal availability limitations** or wide variations in quality – requiring menu adjustments to address "out of stocks."

5

After sorting, cleaning, trimming and prepping, anywhere from **15 to 50% or more of FRESH produce could be discarded**. And, 100% of fresh produce will spoil if not used promptly.

Our Family of Companies



Cold Hard Facts

Compare the costs.

OPC IQF Frozen Fruits and Vegetables Cost less to buy. Less to serve.

Operator scenario*

COST PER SERVING: OPC IQF Vegetables vs. Fresh Vegetables		
Green Peppers and Onions (100 lbs.)	OPC IQF FROZEN	Fresh
Cost at \$1.36/lb for IQF frozen; \$1.70/lb for raw/diced fresh	\$136.00	\$170.00
Labor cost (\$15.00/hr)	\$ 0.00	\$ 45.00
Total cost	\$136.00	\$215.00
Percent product available for serving	100 lbs. (100% yield)	60 lbs. (60% yield)
FINISHED COST PER LB.	\$ 1.36/lb.	\$ 3.58/lb.
FINISHED COST PER OZ.	\$ 0.09	\$ 0.22

*Cost comparison based on the average costs of Grande Classics® and fresh vegetables

Run your numbers...

COST PER SERVING: OPC IQF Product vs. Your Fresh Produce Item		
Product: (___ lbs.)	OPC IQF FROZEN	Fresh
Cost at \$____/lb for fresh; \$____/lb for OPC IQF frozen	\$	\$
Labor cost (\$_____/hr)	\$	\$
Total cost	\$	\$
Percent product available for serving	100 lbs. (100% yield)	___ lbs. (___% yield)
FINISHED COST PER LB.	\$ /lb.	\$ /lb.
FINISHED COST PER OZ.	\$	\$

Find out more about the advantages of OPC products for your operation.
Contact your OPC Family of Companies representative today.

oregonpotato.com

