

FOOD FOR THOUGHT

## Feel Like Chicken Tonight?

Foodservice innovation is never in short supply at the NACS Show, but sometimes it's the basics that still draw interest.

Take chicken. It's high in protein, appealing to the masses and a solid foodservice contributor for operators who have mastered the basics. From fried to baked, breaded to grilled, nuggets to strips, wings to bites, chicken wasn't in short supply at this year's NACS Show expo.

Hunt Brothers Pizza moved beyond pizza a few years ago when they introduced chicken wings, and this year the company launched new boneless chicken wings — WingBites — at the Show, which will be available to convenience stores in spring 2012 in two flavors: Homestyle and Buffalo.

Krispy Krunchy Foods kept attendees satisfied with its Cajun-inspired menu items, including Chicken Bites, and Brakebush Brothers Inc. featured its "Chik'N Gone Wild" wings and boneless wings flavored with Wild Turkey Bourbon. The company also showcased its Squawkers-branded chicken program.

Meanwhile, regular NACS Show exhibitor, Chester's International LLC, isn't chicken about growing its store count. In early October, the company announced the addition of 14 more stores in the United States and Puerto Rico.

Eby-Brown created buzz this year with its tasty new chicken sandwich. Snooki from MTV's "Jersey Shore" reality show joined the distributor to help promote the "two breasts on an Italian bun" Snooki Sandwich. Show-goers also stopped by the Eby-Brown booth for a glimpse of Ms. Nicole "Snooki" Polizzi herself. But don't look for the sandwich in a convenience store near you — the Snooki Sandwich was a NACS Show-only original.



FOOD FACTS

### NACS Show

**80,000**

**square feet:** expo space dedicated to foodservice

**49 of 324**

new exhibitors were foodservice

SOUND BITES

"If you're picking up ingredients for dinner at a gas station or a convenience store, you probably live in what eggheads have taken to calling a 'food desert' — an ill-defined concept with powerful policy implications." *(Washington Post)*