

MEAT PRODUCTS

drive new product development

PROCESSED: OSCAR IS FIRST-PLACE WINNER

BY MEAT PROCESSING STAFF

If American vending businesses are looking for a hand-held product that exudes quality, they must try the first-place winner in the processed category of *Meat Processing's 2nd Annual New Products Contest*—Oscar Mayer Foodservice division's *Ready-to-Eat Jumbo Beef Hot Dog with Bun* for vending machines.

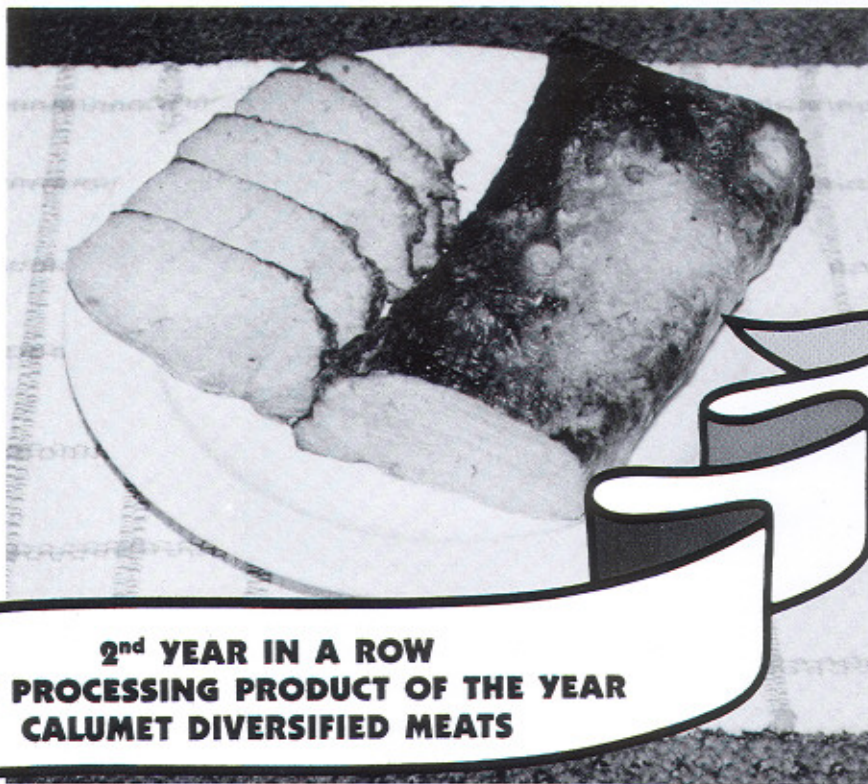
Chuck Hunn, vice president/general manager for Madison, Wis.-based Oscar Mayer's foodservice division, says that vending machine sandwiches in the past were seldom a person's first food choice. Oscar Mayer's success in this niche for the vending machine offering is why this was so successful.

"We've developed a brand name that is of high quality," says Hunn. "The quality of the product is what the patron would say, 'This will be good.' It's a product that will become regular customers."

The division has developed a portfolio of brand identified products for vending—with the hot dog line being just one member of this unique family of products. *Oscar Mayer Ready-to-Eat Hot Dogs* (Jumbo Beef Hot Dog, Regular Beef Hot Dog, Twin Pack Beef Hot Dogs and Chili-Cheese Hot Dog) were tested the last half of 1992, and the line began a national roll-out in November.

Product is packed in a plastic cradle, sealed with a film and shipped individually quick-frozen. Before the package is sealed, the oxygen is removed to guarantee freshness for a minimum of 14 days once product enters refrigeration in a vending machine.

During microwave heating, the pack-



2nd YEAR IN A ROW MEAT PROCESSING PRODUCT OF THE YEAR CALUMET DIVERSIFIED MEATS

CALUMET DIVERSIFIED MEATS' Boneless, Seasoned, Center Cut Canadian Style Pork Loin Roast.

age traps the moisture and steams the hot dog without over-cooking the bun. The specially formulated microwave bun (which tastes bakery-fresh) doesn't get soggy or extract moisture from the hot dog. The winning 3.5-ounce product costs from \$1.25 to \$1.50 vending machine price.

"We'll start with vending," says Hunn of this new hot dog line. "I anticipate these products will have applications in other grab-and-go formats."

Calumet Diversified Meats' Boneless, Seasoned, Center Cut Canadian Style Pork Loin Roast, the second-place winner in this category, was developed for foodservice. The company ensures a moist roast even if the product is over-cooked—a common problem facing pork in foodservice.

Five years ago, **Jerry Klein**, president of the Kenosha, Wis.-based firm, developed a way of keeping pork moist during cooking to retain all its natural juices.

The roasts were frozen and sold on an exclusive customer basis for several years.

Once this project ended, Calumet began manufacturing injected pork roasts and chops under its own label. Pork loin roasts are now trimmed, netted, injected, vacuum-packed and flash frozen complete with pop-up cooking timers.

Calumet's roasts come in three varieties: a Canadian-style pork loin either whole at 5 to 7 pounds or split in half; whole boneless loins, which are split in half and vacuum-packaged; and a whole bone rolled-and-tied pork loin roast (8 to 12 pounds) for in-plant feeding.

"Meal planners can take the meat out of the freezer, cook it frozen and place it on the table," says Klein. "And it will hold up under steam-table conditions or heat lamps for four or five hours without drying out."