

Subject: Prime Cleaner Fryer Packets Announcement

Date: 8/20/2019

Region: US and Canadian Distributors



Introducing Henny Penny Prime Cleaner Fryer Packets. A solution to help operators protect their profits by utilizing a more effective fryer cleaner. By using Prime Cleaner Fryer Packets for regular maintenance, operators will save both time and money. Here some ways this product delivers results:

- **Keeps oil fresher longer:** putting fresh oil into a dirty fry pot automatically compromises the oil life. A cleaner fryer extends oil longevity saving time and money for operators.
- **Preserves food quality:** food cooked in a fry pot with carbon build up can lead to uneven cooking, food discoloration, and/or unpleasant textures (i.e. burnt or soggy). Customers will be coming back for more when they see and taste the perfectly fried food.
- **Promotes overall fryer efficiency:** carbon built up in a fry pot will cause the fryer to work harder to properly heat the oil and reduce overall equipment life. By using a more effective cleaner the fry pot will be devoid of this issue and the equipment will perform as intended. Henny Penny Fryers have a reputation of quality. Using Prime Cleaner helps preserve that reputation of excellence.

WHAT IS PRIME CLEANER?

Henny Penny Prime Cleaner Fryer Packets (part number 12400) are Henny Penny's safe, effective solution to clean high-performance fryers. It is a powder-based product that comes in pre-portioned packets. Each case has 24 packets and includes a dosage chart to help operators understand how many packets should be used based on their fryer size.

The non-caustic formula has multiple advantages compared to competitive products:

- No vinegar neutralizing rinse required (water rinse only)
- Equally effective when used as a hot clean out or cold soak
- Classified as non-hazmat-no additional shipping and handling charges
- Removes difficult zero trans-fat oils, grease, black metal marks reducing the need for heavy scrubbing and leave a "like new" appearance
- Multi-Purpose degreaser can also be used on fry baskets, floors, counters, and sinks
- Effective chemistry allows for reset procedures on fryers in poor condition that have not been properly maintained and regular maintenance procedures to prevent heavy build up

WHAT IS MY LIST PRICE AND MY DISCOUNT?

Pricing can be found on the Extranet within the Supplies section of each fryer family's price sheet or within the Cleaners section of the Breeding and Supplies price sheet.

PRODUCT AVAILABILITY

The first cases of Prime Cleaner Fryer Packets should be ready to ship from Henny Penny during the week of September 9. An additional communication will be sent once product is available to purchase.

ADDITIONAL RESOURCES

Purdy Products is the manufacturer of this new product and their team is ready to assist with immediate growth of this category. They have a proven blueprint of how to partner and secure multi-unit businesses. If you do not sell fryer cleaner to your customers, then someone else will and future opportunities could be missed. You can provide your customer with a solution to a problem they may not know they have by offering them a case from day one. The operator has a long list of things to worry about and now you can make sure cleaning their fryer is not one of them.

Each case of Henny Penny Prime Cleaner will include a QR code that the end user can click on that takes them to <https://www.hennypennyprime.com> to get more information about the product including the Safety Data Sheet (SDS). Future plans include a step-by-step video to show customers how to perform a clean out per the instructions on the product's packaging. Henny Penny will continue to build user instructions and marketing content on this website so that new and existing product users can get the most up-to-date information.