



# TURNKEY, TASTY, AND TOTALLY PROFITABLE

WELCOME TO THE AMAZIN' ASIAN™ PROGRAM



AVAILABLE EXCLUSIVELY THROUGH PERFORMANCE FOODSERVICE®, CORE-MARK® AND VISTARSM



## READY TO LAUNCH YOUR BUSINESS INTO SWEET SUCCESS?

The **Amazin' Asian™** Program brings together the rich culinary traditions of the vast regions of Asia into a flavorful quick-service dining experience. Asian cuisine has long been an American favorite with more and more flavors being introduced every year, from Indian and Thai, to Korean, Japanese, Chinese, and Vietnamese, to name a few. **Amazin' Asian™** quick service food items are bursting with craveable flavors in a fast, convenient format ideal for today's on-the-go diners.

### LOW EFFORT.

## HIGH PERFORMANCE.

Popular offerings include authentic Asian foods, from rice and noodles, to sauces, and heat-and-eat entrées and appetizers. Think bowls and rolls and more. **Amazin' Asian™** items balance, umami, and visual presentation, offering guests a fusion of authenticity and innovation. With vibrant flavors, fresh ingredients, and efficient preparation, the **Amazin' Asian™** turnkey program appeals to modern diners seeking global flavors in a fast-casual space. When we say turnkey, we mean it. You'll have everything you need for a highly profitable and easy-to-execute Asian QSR, including the necessary equipment, if needed, and marketing and POS from menu boards to indoor & outdoor merchandising.

### WE DON'T STOP AT GREAT FOOD-

## WE'RE WITH YOU EVERY STEP OF THE WAY.

Our comprehensive support includes sales and marketing assistance, training resources, an operations manual, customizable recipes for multiple day parts, and detailed checklists and planograms to ensure consistency across one or many locations. Whether you're a convenience store, deli, or retail outlet, the **Amazin' Asian™** Program transforms your space into a quick-serve Asian food powerhouse in just weeks.

### NO ROYALTIES. NO HASSLE.

## JUST GREAT FOOD AND GREATER PROFITS.

Why let other Asian cuisine places grab all the business? Get your share of wallet with your own **Amazin' Asian™** today!



## PROGRAM FEATURES

- Licensing Agreement – No franchise fee
- Full product portfolio – Asian foods, from rice and noodles, to sauces, and heat-and-eat entrees and appetizers
- Made-to-order menu – Bowls, rolls, and more!
- Exclusive branded products from groceries to takeout packaging
- Menu boards & POS merchandising – Indoor and outdoor options
- Storage, prep equipment & smallwares – Provided as needed
- Sales & marketing support
- Training support & business growth

## PROGRAM BENEFITS

- No franchise or royalty fees
- High-quality products for entire program offering
- Simple prep, low labor, consistent quality
- LTOs, seasonal items & grab-and-go options
- Quick-serve transformation – Launch in just weeks
- Flexibility and ease of business
- Expert support – From Performance Food Group, your trusted foodservice partner

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Amazin' Asian is a trademark owned by Performance Food Group.

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