



Simply The Best New York Bagel Sandwich





# Brooklyn Food Group History

## Simply The Best New York City Bagel!



Since they were first brought to New York in the 1880s and sold by pushcart vendors, everyone has loved the taste of a New York City Bagel. But what makes a New York City Bagel? It's the water! New York City water is low in calcium carbonate and magnesium, and this results in the best possible tasting bagel.

In 2013 Gerard Fodera formed a new company Brooklyn Food Group with an incredible mission. Gerard developed a recipe for a real NYC Bagel, made with NY water that could be mass produced. Finally, a product that would be available outside of NY. No longer would the customer have to make a specific trip to a bagel shop they would now have the product available in their own freezer. Gerard has been involved in every facet of the operation beginning with the creation of their logo, sourcing, establishing a broker network, airing on HSN, setting up accounts with multiple food service distributors including US Foods, McLane, DPI, participating in both domestic and international trade shows, and expanding the product range to include breakfast sandwiches, cookies, pastries, and artisan bread. Gerard seeks to expand Brooklyn Food Group by partnering with the most creative and driven individuals each of whom reflects his commitment to quality and innovation.

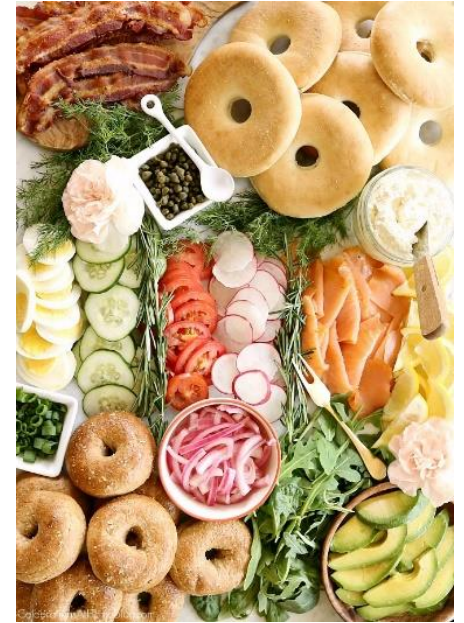
# What Makes a Bagel a Genuine NY Bagel?

## Unique Features...



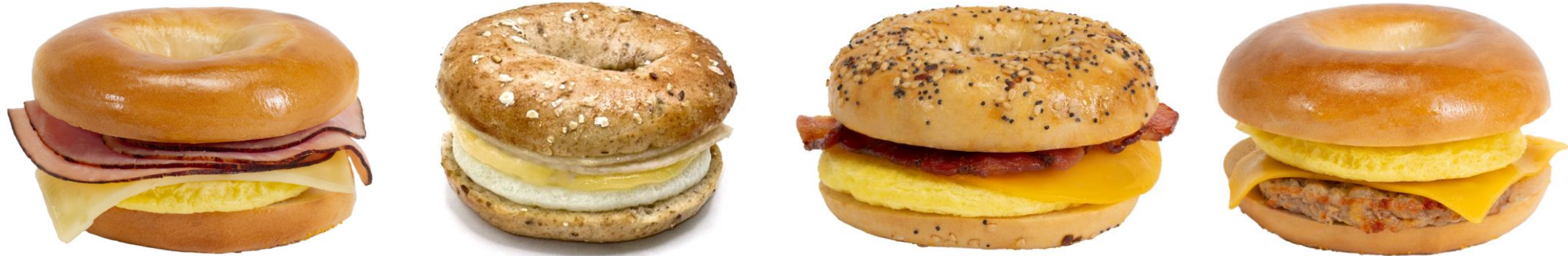
- Authentic “Made in NY Boiled Bagel”
- Made with Natural ingredients including honey, molasses, brown sugar and sea salt.
- Reduced sodium (up to 22 % less than the competition)

**Unlike some of our competitors**



# Now Introducing one of the first Authentic New York Bagel Sandwiches Brought to Market!

Select from one of our four options:



Bringing a Taste of New York to your Customers!

Convenient, easy preparation using Turbo Chefs, Air Fryers, Toaster Ovens or Traditional Ovens.

Now Microwaveable - Ready in less than a minute.

Available in Cello Wrap or Butcher Wrap (Turbo Chef)

High Protein and Reduced Calorie.





# Authentic New York Bagel Breakfast Sandwiches Club Pack...



Plain Bagel: Black Forest Ham, Egg, and Swiss

DESCRIPTION	PRODUCT DETAILS
Multigrain Bagel: Egg Whites, Gouda, and Oven Roasted Turkey	Egg Whites, Gouda Cheese, and Oven Roasted Turkey on an Authentic New York Multigrain Bagel
Plain Bagel: Black Forest Ham, Egg, and Swiss	Black Forest Ham, Egg, and Swiss Cheese on an Authentic New York Plain Bagel
Everything Bagel: Bacon, Egg, and Cheddar	Bacon, Egg, and Cheddar Cheese on an Authentic New York Everything Bagel
Plain Bagel: Sausage, Egg, and American Cheese	Sausage, Egg, and American Cheese on an Authentic New York Plain Bagel



# Authentic New York Bagel Breakfast Sandwiches - Food Service

		Product	Case	Unit
Item #	Product Description	UPC	UPC	Size
	Bagel Sandwiches			
72879	Plain Bagel: Black Forest Ham, Egg, and Swiss 4.5oz	850018372602	00850018372879	4.5oz
72855	Everything Bagel: Bacon, Egg, and Cheddar 3.65oz	850018372633	00850018372855	3.65oz
72862	Plain Bagel: Sausage, Egg, and American Cheese 4.4oz	850018372619	00850018372862	4.4oz
72886	Multigrain Bagel: Egg Whites, Gouda, and Oven Roasted Turkey 4.5oz	850018372626	00850018372886	4.5oz



# Authentic New York Bagel Breakfast Sandwiches - Food Service

Case Pack	Case Cube	Case Weight, Lbs	Unit Dimension D/L x W x H	Case Dimension L x W x H	Pallet Configuration	Shelf Life
						<b>Frozen</b>
18	0.22	5.5	2.5 x 4 x 5	8 x 6 x 8	20 X 9	12 months
18	0.22	4.5	2.5 x 4 x 5	8 x 6 x 8	20 X 9	12 months
18	0.22	5.5	2.5 x 4 x 5	8 x 6 x 8	20 X 9	12 months
18	0.22	5.5	2.5 x 4 x 5	8 x 6 x 8	20 X 9	12 months

Available in Cello Wrap or Butcher Wrap (Additional Charge)  
Price subject to a pallet minimum.



# Authentic New York Bagel Breakfast Sandwiches - Food Service - Heating Instructions

The BFG Ham, Turkey or Sausage Bagel Sandwich from Refrigerated (Thawed):

Open one end of the bag and place in microwave.  
Heat on High for 40 seconds.  
Let stand for 1 minute before eating and enjoy!

The BFG Bacon Bagel Sandwich from Refrigerated (Thawed):

Open one end of the bag and place in microwave.  
Heat on High for 30 seconds.  
Let stand for 1 minute before eating and enjoy!

**For a crispy bagel use your TurboChef.**

**Available in Cello Wrap or Butcher Wrap (Additional Charge)**

**Price subject to a pallet minimum.**







# Turn the Best New York Bagel Sandwich into Your Best Seller!



Thank  
You!

Type text here

See us on HSN:

[Click Here to See Video](#)

Distributed Exclusively in San Diego by New York Bagels SD  
[www.NewYorkBagelsSD.com](http://www.NewYorkBagelsSD.com)

**Freddy Holloman**

C.E.O

[Freddy@NewYorkBagelsSD.com](mailto:Freddy@NewYorkBagelsSD.com)

619-906-0929

**Greg "GT" Tolver**

Business Development

[GT@NewYorkBagelsSD.com](mailto:GT@NewYorkBagelsSD.com)

949-531-3119