

**10g**<sup>TM</sup>  
**PROTEIN**  
**NOODLES**

made with Wild Alaska Pollock



A  
**NEW WAY**  
TO GET  
**HOOKED**  
ON  
**PROTEIN**<sup>TM</sup>



**FAB**  
**FOOD & BEVERAGE**  
**2019 AWARD**  
NATIONAL RESTAURANT ASSOCIATION  
RESTAURANT, HOTEL-MOTEL SHOW

**10g**<sup>TM</sup>  
**PROTEIN**  
**NOODLES**  
made with Wild Alaska Pollock

# INTRODUCING

Trident Seafoods' revolutionary new **10g Protein Noodles™** are high protein, lower carb and gluten free. Made from Wild Alaska Pollock and caught in ice-cold Alaskan waters, they're a delicious and nutritious alternative to traditional noodles.

- **Versatile.** Swap them into favorite recipes, refresh tried-and-true ones, or try something entirely new.
- **Flavor-neutral.** Although our noodles are made with fish, they have no 'fishy' flavor and blend easily with a variety of cuisines.
- **Ideal for both hot and cold dishes.** Create satisfying hot or cold entrees, appetizers and sides.

They're also flash-frozen to preserve freshness, fully cooked and ready-to go.  
**Simply thaw, prepare and serve.**



## 10g protein

A single serving (85g) of 10g Protein Noodles contains **200% more protein** than a single serving (85g) of regular spaghetti pasta.

## 7g carbs

From Keto to Paleo, people are consuming less carbs and seeking new and different sources of protein.

## GF gluten free

Your guests are seeking gluten-free menu options that don't compromise on flavor.

## 8 ingredients

Simple and nutritious, 10g Protein Noodles are made with **8 all-natural, non-GMO ingredients**. Plus, they contain 70mg Omega-3 Fatty Acids per 85g serving.

## 1001 possibilities

With 10g Protein Noodles, there are endless opportunities to create new, exciting, and popular dishes that guests crave.

## 10g Protein Noodles

Powered by Wild Alaska Pollock

Of all the fish in the sea, we chose to make our revolutionary new noodles with Wild Alaska Pollock. Here's why:

- **It's sustainable**
- **It's wild**
- **It's cod's delicious cousin**
- **It has a lower carbon footprint than land-based animal proteins**
- **It's healthy**

Wild Alaska Pollock is a fish you can feel good about eating.



6. Sea Salt

3. Water

8. Citric Acid

4. Tapioca Starch

7. Potato Starch

5. Cane Sugar

2. Egg Whites

1. Wild Alaska Pollock



# A WIN ON THE PLATE

**10g Protein Noodles** are on-trend and satisfy consumers' demand for healthy menu items that are high in protein, lower in carbs and made with all natural ingredients.

With **10g Protein Noodles**, chefs can prepare cost-effective and high-protein plates in less time than traditional protein-based dishes that rely on chicken, beef, or pork.

For recipe inspiration, visit [tridentseafoods.com/10gproteinoodles](https://tridentseafoods.com/10gproteinoodles)



# A WIN IN THE WALLET

## 2 WAYS TO SAVE:

- 1** Purchase one case and receive a full rebate.  
**Buy one 10 lb case and we'll reimburse you 100%.**
- 2** Decide you'd like more? Receive \$10 back per case on your next 10 cases.  
**Receive a \$10 rebate per case, from 2-10 cases.**

# 2 WAYS TO GET HOOKED

## ON 10g PROTEIN NOODLES



### YOU TRY, WE BUY OFFER

Buy one 10 lb case and we'll reimburse you 100%.



### \$10/CASE REBATE OFFER

Decide you'd like more? Receive a \$10 rebate per case, from 2-10 cases.

PRODUCT CODE	PRODUCT DESCRIPTION	PACK SIZE	QTY	FULL CASE PRICE	REBATE AMOUNT	TOTAL REBATE
7929692800	10g Protein Noodles™ • 10 lb case - <b>TRIAL OFFER</b>	4/2.5 LB	1	\$ .	\$ .	\$ .
7929692800	10g Protein Noodles™ • 10 lb case - <b>CASE DISCOUNT</b>	4/2.5 LB			\$ 10.00	\$ .

NAME/TITLE:	PHONE (w/area code):
ESTABLISHMENT NAME:	EMAIL:
ADDRESS:	<input type="radio"/> Yes, I would like to receive occasional email updates from Trident Seafoods.
CITY:	PRIMARY DISTRIBUTOR:
STATE:                      ZIP CODE:	AVERAGE # OF MEALS SERVED PER DAY:

#### Menu Type (check one)

- |                                 |  |                                       |
|---------------------------------|--|---------------------------------------|
| <input type="checkbox"/> Varied | <input type="checkbox"/> Italian       | <input type="checkbox"/> Seafood      |
| <input type="checkbox"/> Asian  | <input type="checkbox"/> Mexican       | <input type="checkbox"/> Steak        |
| <input type="checkbox"/> Bakery | <input type="checkbox"/> Pizza         | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> BBQ    | <input type="checkbox"/> Sandwich/Deli |                                       |

#### Type of Operation (check one)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Bar & Tavern        | <input type="checkbox"/> Full Serv. Casual Dining   | <input type="checkbox"/> K-12 Schools  |
| <input type="checkbox"/> Business & Industry | <input type="checkbox"/> Full Serv. Midscale/Family | <input type="checkbox"/> Military      |
| <input type="checkbox"/> Cafeteria & Buffet  | <input type="checkbox"/> Hotel/Motel                | <input type="checkbox"/> Nursing Home  |
| <input type="checkbox"/> Caterers            | <input type="checkbox"/> Hospitals                  | <input type="checkbox"/> Quick Service |
| <input type="checkbox"/> College & Univ.     |   | <input type="checkbox"/> Retail Hosts  |
| <input type="checkbox"/> Fast Casual         |   | <input type="checkbox"/> Senior Living |

#### Ownership (check one)

- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> Chain       | <input type="checkbox"/> Contract Management - please specify _____ |
| <input type="checkbox"/> Independent |   |

**Send completed form along with proof of purchase (Distributor Invoices) to:**  
Trident Seafoods PO Box 2050-TR - 10g NOODLE INTRO OFFER Brownsdale, MN 55918

Offer valid only for the products listed in this brochure purchased between **April 15, 2019** and **December 31, 2019**. Chains may participate on an individual basis. Offer can't be combined with other rebates, allowances, or contracts and can't be used on products purchased in bids. Proof of purchase must include purchase price and operator name. Cases redeemed against this offer cannot be redeemed against other Trident Seafoods rebate offers. Offer is valid for Foodservice operators only; distributors are not eligible. Trident Seafoods reserves the right to audit requests for payment and to cancel this offer at any time. Only reasonable purchase prices will be considered. All rebates must be postmarked by January 31, 2020. Void where restricted, taxed, or prohibited by law. Please allow 8-12 weeks for delivery of rebate check.

# A WIN IN THE KITCHEN

Fully-cooked and easy-to-prepare, **10g Protein Noodles** simplify prep and save time. Simply thaw overnight (see package instructions). Highly versatile, they make an excellent base for customizable entrées.

## HOT preparation



### SKILLET

Heat 10g Protein Noodles and 1 tsp. of water in a skillet over medium/medium-high heat for 2 minutes or until heated all the way through.



### BOIL

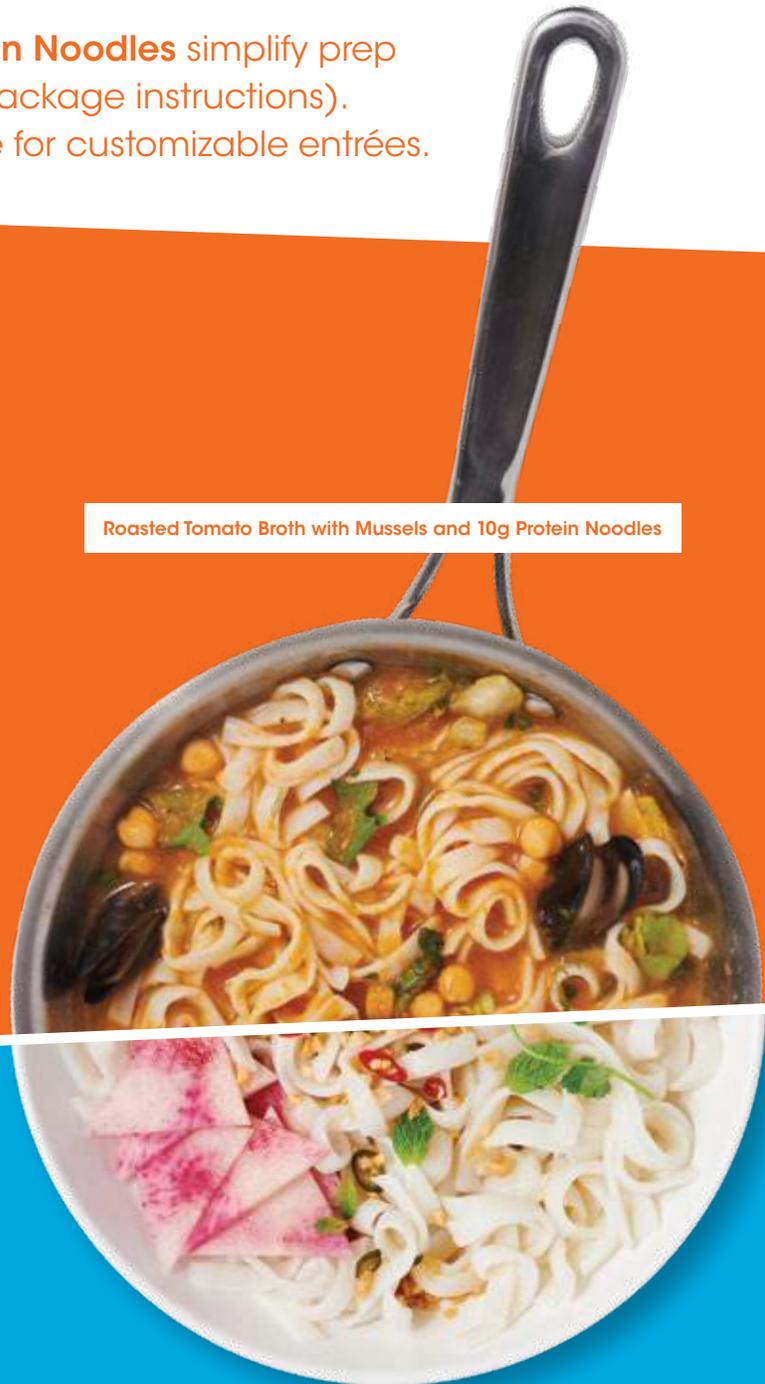
Place thawed 10g Protein Noodles in boiling water for approximately **45 seconds** to heat thoroughly. Drain and serve.



### MICROWAVE

Place 10g Protein Noodles in a microwave-safe bowl. Cover. Heat on high for 1 minute. Allow to sit covered for 1 minute.

Roasted Tomato Broth with Mussels and 10g Protein Noodles



10g Protein Noodles Bánh Mì-inspired Bún

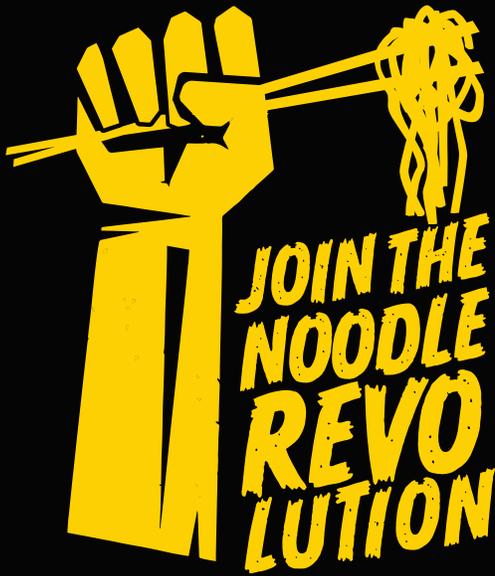
## COOL preparation



### THAW

Thaw first, then empty 10g Protein Noodles into a bowl. There's no need to rinse the noodles before adding them to your favorite cold recipe.

For hot and cold recipe inspiration, visit [tridentseafoods.com/10gproteinnoodles](https://tridentseafoods.com/10gproteinnoodles)



Let **10g Protein Noodles** help your company make a splash on social media. Request assets from [sales@tridentseafoods.com](mailto:sales@tridentseafoods.com).

Tag **@TridentSeafoods** to talk Trident. We'd love to feature **your** 10g Protein Noodle post!

## SAMPLE MENU DESCRIPTIONS

10g Protein Noodles are a great choice for noodle lovers looking for a healthier option. This new type of noodle is made from the most abundant certified sustainable wild fish on the planet: Wild Alaska Pollock. Although they are made of fish, there is nothing fishy about this flavor-neutral noodle.

A regular portion\* of protein noodles contains 17g protein, 12g carbs, 123 calories and all the flavor and taste you expect from traditional pasta. Plus, this protein noodle bowl contains 123mg Omega-3s, is gluten-free & non-GMO.

\*Serving based on a 150g (5.3 oz) portion

## SAMPLE POSTS



"Unique to the market @TridentSeafoods 10g Protein Noodles are made from Wild Alaska Pollock; they are lower carb, non-GMO, gluten-free and are made from 100% natural ingredients."



#10gProteinNoodle  
#tridenttwist #tridentseafoods  
#noodlerevolution  
#proteinnoodlerevolution  
#wildnoodles



"Try our NEW twist on tradition with 10g Protein Noodles made by @tridentseafoods."

## KEY TALKING POINTS

High protein, lower carb, low calorie, non-GMO, and gluten-free

All-natural ingredients

Made from wild seafood caught in icy cold Alaskan waters

Flavor neutral—there is nothing fishy tasting about these noodles

Comfort food with less carbs

Kid-friendly for the picky eaters



5303 SHILSHOLE AVE NW  
SEATTLE, WA 98107

TEL: (800) 367-6065  
FAX: (206) 782-7246

(206) 783-3474

[Sales@TridentSeafoods.com](mailto:Sales@TridentSeafoods.com)  
[TridentSeafoods.com](http://TridentSeafoods.com)

© Trident Seafoods Corporation

TRFS-0219-5175

POS 5175 03/19