

# Make All Kinds of Sausage in DeWied Collagen Casings to Increase Sales

**Collagen can be used for breakfast, dinner, snack and deli sausages; fresh, cooked, dried or smoked.**

Food service customers love the consistent portion control from collagen casing sausages. And collagen means hassle free casing prep, no mess and odor free. Compact caddies of collagen are stored easily outside the cooler, saving valuable space.

DeWied's comfortable single caddy minimums and discounted prices on combined casing orders make it easy on the cash flow too!

**Add a caddy or more to any Hog casing order and *SAVE \$5.***



**There's a collagen casing in stock at DeWied for every type of sausage:**

- > Breakfast links in Pro-Fresh collagen
- > Dinner sausage in Pro-Fresh, Pro-SDC and Pro-Ring collagen
- > Snack sticks in Pro-SDC collagen
- > Deli sausages in Pro-Deli collagen



## **EZ Tube** Makes Hog Casings **Easy To Use!**

**NEW!**

DeWied's **EZ Tube** eliminates tangles, and speeds up production.

Zip through sausage production with hog casings on DeWied's **NEW EZ Tube**. Increasing production speed cuts costs and this new tube will cut the hassle too. DeWied's **EZ Tube** will allow you to load your hog casings faster with its improved loading technique.

**Call now for a FREE Demo CD or Video tape and see how it will work for you!**

## **Build Consumer Recognition and Loyalty to Your Own Brand!**

DeWied can print your brand logo on fibrous, plastic and collagen middles.

Let DeWied help you update your product with a custom print job on any Fibrous, Plastic or Collagen Middle casing. Never worry about the cost of labels, and getting them on straight. Your products will look as professional as the big guy's.

**15% Off!**  
Printing Set-Up  
Offer expires 12/31/06.

**"YOUR COMPANY LOGO HERE"**

**Ask your DeWied Representative how to get started today!**

**Deer Season is around the corner so get your fibrous casings on order. Don't get stuck without casings this season.**

Try this Recipe:

# Calabrese Salami

This highly spiced, hot salami is from the Calabria region of southern Italy. Its hot and spicy so adjust the hot peppers to your taste.



## You will need:

|            |                         |
|------------|-------------------------|
| 10 lbs     | Pork butt (certified)   |
| 1 cup      | Brandy                  |
| 1 cup      | Vermouth                |
| 10 gloves  | Garlic, minced          |
| 8 tbs      | Salt                    |
| 3 to 6 tbs | Hot red pepper flakes   |
| 2 tbs      | Whole white peppercorns |
| 1 tbs      | Crushed dried fennel    |

## What to do:

Cut meat into cubes suitable for grinding. Sprinkle with salt, put into a plastic tray, cover, and refrigerate for 48 hours. Spread the meat out, sprinkle with the dried seasonings, and grind with a 3/16-inch plate. Mix in the garlic, brandy, and vermouth. Stuff into DeWied fibrous, HUKKI or collagen casings, dry, and hang in cool place for 8 to 10 weeks.

## Casing Buyers Myth #1 "Casings are casings; all that matters is price"

Hog casings are not created equal. You may not be able to see quality on a price sheet, but you'll certainly see it reflected in your bottom line.

Quality casings mean you produce more sausage for every hank of casings you buy. And the sausage you produce sells better because it looks, tastes and bites better.

Quality can also have a big impact on your production costs and production efficiency.

Many factors affect the quality of the hog casings you buy for your sausage. Geographic origin, breed of hog, diet, climate, slaughter conditions, method of extraction, method and standards of processing, packaging and preservation all affect the price you pay and the quality you receive.

**Ask your DeWied Account Executive about the differences and how to get the best casing for your application.**

**HOTLinks**



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INTERNATIONAL, INC.

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