



Golden quality is our golden thread.

LYNCAMEATS™

www.lyncameats.co.za

OUR NEW AND EXCITING RETAIL RANGE

**NEW
LOOK!**
SAME GREAT
TASTE

Improved
shelf impact

Colour
differentiation



Scan for recipes

QR Code
to recipes
& websites



Caring all the way
We care, a lot. Lynca
Meats has a passion for
pork, for people, for local.
We believe the ethical
way is the only way.



Scan for recipes

COOKING INSTRUCTIONS: Remove packaging.
• **PAN-FRY** - Preheat pan to medium heat. Fry until preferred crispiness is reached & turn often.
• **OVEN ROAST** - Preheat oven to 200°C. Roast for approximately 8-10 minutes until preferred crispiness is reached. *These are guidelines only.

INGREDIENTS: Pork, Brine [water, salt, phosphates (diphosphate, triphosphate, polyphosphate), dextrose, curing agent (sodium nitrite), acidity regulator (sodium carbonate), colourant (erythrosine), hydrolysed vegetable protein (maize), antioxidant (sodium erythorbate, sodium ascorbate), spice extracts], Flavouring (smoke flavour).
ALLERGENS: None

UNCOOKED. KEEP FROZEN.
Use within Best Before date. Defrost thoroughly before use. Do not refreeze once thawed.

MANUFACTURED ON BEHALF OF:
NEW STYLE PORK (Pty) Ltd t/a Lynca Meats
10 Leeu Road, Valley Sentiments, Mayerton, 1963

CUSTOMER CARE: +27(0) 16 360 4400 | www.lyncameats.co.za

PRODUCED IN SOUTH AFRICA

ZA 14



BA0172



Variant
differentiation

Competitive
price point

WHY BUY LYNCA?

Customer Proposition

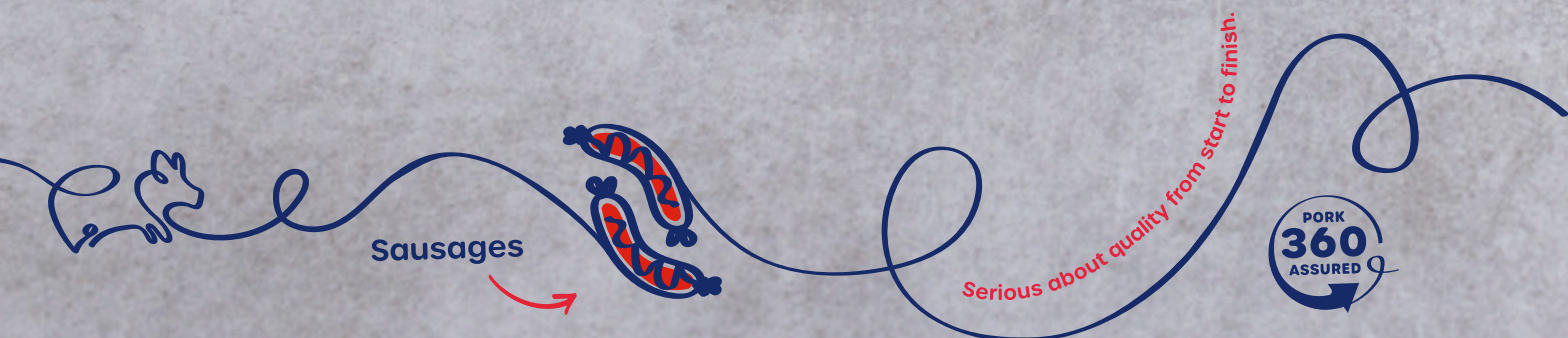
- Reinforce LYNCA MEATS positioning as a **Retail Pork product range**
- **Category investment & excitement** to ensure brand relevance in the pork category
- **Competitive price point** of 800g pack size across **Bacon, Pork Sausages & Russians**
- **Competitive price point** on 750g Rib products
- Improved **shelf impact** and visibility
- Improved **brand communication**
- Improved **consumer engagement & brand communication**
- **QR codes** to website & recipes
- Detailed and varied **cooking Instructions**
- **Product differentiation**

Shopper Proposition

- Improved **brand and variant identification** across the pork segment for ease of shop
- **Educate** the shopper on Lynca Meats **intrinsic quality & differentiation**
- **Improve consumer engagement** and interaction through inclusion of :
 - **QR codes** to website & recipes
 - Recommended **Cooking Instructions**
 - **Competitively priced** locally manufactured range of quality pork products

Brand Support

- **Digital Media** (Facebook & LinkedIn)
- **In-store POS** material



BACON



Product name	Diced Bacon
Product code	BA0058
Barcode	6007893004539
Unit weight	800 g
Case weight	4.8 kg
Case configuration	6 x 800 g



Product name	Back Bacon
Product code	BA0025
Barcode	6007893004515
Unit weight	800 g
Case weight	4.8 kg
Case configuration	6 x 800 g



Product name	Shoulder Bacon
Product code	BA0085
Barcode	6007893004553
Unit weight	800 g
Case weight	4.8 kg
Case configuration	6 x 800 g

BACON



Product name	Streaky Bacon
Product code	BA0102
Barcode	6007893004577
Unit weight	800 g
Case weight	4.8 kg
Case configuration	6 x 800 g



Product name	Catering Bacon
Product code	BA0036
Barcode	6007893004591
Unit weight	800 g
Case weight	4.8 kg
Case configuration	6 x 800 g



Product name	Kassler Steak
Product code	BA5011
Barcode	6009706766504
Unit weight	+/- 500 g
Case weight	Random Weight
Case configuration	12 x (+/-) 500 g

SAUSAGES



Product name	Käsegriller
Product code	PS0014
Barcode	6009706767815
Unit weight	500 g
Case weight	6 kg
Case configuration	12 x 500 g



Product name	Pork Sausage
Product code	PS0073
Barcode	6009706762582
Unit weight	500 g
Case weight	6 kg
Case configuration	12 x 500 g



Product name	Russians
Product code	PS0190
Barcode	6007893004614
Unit weight	800 g
Case weight	6.4 kg
Case configuration	8 x 800 g

SMOKED



Product name	Gammon Boneless
Product code	PSM001
Barcode	6008649000072
Unit weight	+/- 1.6 kg
Case weight	Random Weight
Case configuration	4-5 units



RIBS



Product name	Pork Belly Ribs
Product code	PRO060
Barcode	6009706765675
Unit weight	1 kg
Case weight	10 kg
Case configuration	10 x 1 kg



Product name	Pork Spare Ribs
Product code	PRO029
Barcode	6009706764746
Unit weight	1 kg
Case weight	10 kg
Case configuration	10 x 1 kg

RIBS



Product name	Pork Loin Ribs
Product code	PR0055
Barcode	6007893005604
Unit weight	750 g
Case weight	7.5 kg
Case configuration	10 x 750 g



Our passion for pork is endless.

For further info, please reach out to the Lynca Meats team on
016 360 4600 or info@lyncameats.co.za



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