



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 crispness is reached & turn often.
• OVEN ROAST - Preheat oven to 200 °C. Roast for approximately 8-10 minutes until preferred crispness 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 Liew Road, Valley Southmeads, Mayfield, 1961

CUSTOMER CARE: +27(0) 16 360 4600 | www.lyncameats.co.za

PRODUCED IN SOUTH AFRICA

ZA 14



BAD02



Variant
differentiation

Competitive
price point

WHY BUY LYNCA?

Customer Proposition

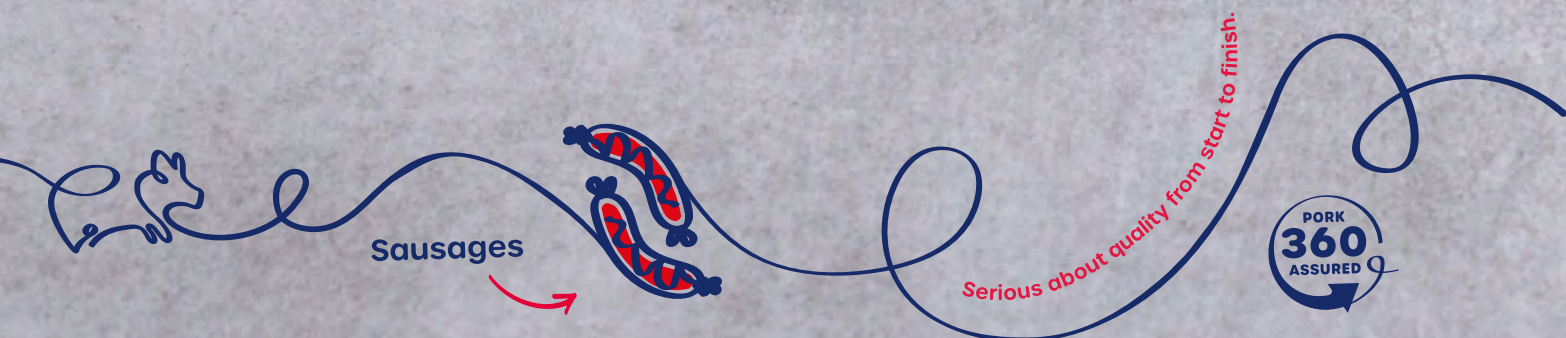
- Reinforce LYNCA MEATS positioning as a **Retail Pork product range**
- **Category investment & excitement** to ensure brand relevance in the pork category
- **Competitive price point** of 800g pack size across **Bacon, Pork Sausages & Russians**
- **Competitive price point** on 750g Rib products
- 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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