

**Rollover**<sup>TM</sup>  
*Signature*





# WHAT ARE THE UK MARKET FOOD TRENDS?

## STREET FOOD

Street food-inspired dishes are becoming more popular, as people look for more *casual and social experiences*.



## ON THE GO

The 'On The Go' food trend continues to rise. Quick, *convenient, & portable* options meet the demand for easy sustenance in today's fast-paced world.



## ELEVATED COMFORT FOOD

Chefs are taking classic comfort dishes and giving them a *gourmet twist*, using premium ingredients and creative techniques.



## ARTISANAL & HAND CRAFTED FOODS

Consumers are increasingly interested in foods that are made using *traditional methods*. All our sausages are made from a traditional German recipe.



## FUSION CUISINE

Chefs are incorporating flavours and ingredients from different cuisines to create *new and exciting* dishes. This trend has been popular in the UK for some time and shows no signs of slowing down.



# THE CONCEPT

The UK food market is *constantly evolving*. In recent years, there has been a growing demand for high-quality street food and hotdogs have become a popular choice due to their versatility and ease of preparation. Moreover, the rising trend of comfort food has led to an increase in demand for *innovative and creative* takes on classic snack foods.

*As a result, we are delighted to introduce the...*

**Rollover**<sup>™</sup>  
*Signature*



We have taken the classic hotdog and elevated it to a whole new level. Our signature range features a unique selection of sausages that are crafted with *high-quality ingredients*.

We believe that the humble hotdog is a versatile canvas that can be transformed into a range of mouth-watering dishes, and our signature range aims to showcase the full potential of this beloved treat. From Krakauer and cheese to Bratwurst, our hotdogs are sure to delight customers with their *bold flavours and toppings*.

We would like to invite you to join us on a hotdog adventure and experience the full range of *delicious and innovative* hotdogs that our signature range has to offer.

*Our Signature*  
**KRAKAEUR  
SAUSAGE**

**JUICY, FLAVOURFUL & HEARTY**

*Our Krakauer sausages* are made from prime cuts of pork, which are then mixed with a secret blend of herbs and spices, resulting in a perfect balance of smokiness and seasoning.

The meat is coarsely ground to give a distinctive texture that is both *tender & juicy*. It is smoked over beechwood giving it a smoky flavour and aroma.

Its natural casing crisps up beautifully creating a *Satisfying crunch* when you take a bite. The meat itself is bursting with flavour that lingers on your tongue.



*The Extra Cheesy*  
**KRAKAEUR  
& CHEESE  
SAUSAGE**

**BURSTING WITH FLAVOUR &  
OOZING WITH CHEESE**

*Our Krakauer & cheese sausage* is the perfect marriage of savoury meat and rich, creamy cheese.

Our Krakauer sausages are made from prime cuts of pork, which are then mixed with a secret blend of herbs and spices and then combined with a generous helping of tangy Emmental cheese, resulting in a mouthwatering flavour explosion. It is smoked over beechwood, giving it a *distinctive smoky flavour and aroma*.

When cooked, the Krakauer and cheese sausage oozes with melted cheese, infusing each bite with a rich, creamy flavour that perfectly complements the smoky, meaty taste of the sausage.

The natural casing crisps up beautifully, giving each bite a satisfying crunch, while the juicy meat remains *tender and succulent*.





*The Mighty*  
**MEISTER SAUSAGE** 120g

**IRRESISTIBLE FLAVOURS & MOUTHWATERING TEXTURE**

*Our Meister sausage* is as a high-quality German sausage with a rich and savoury flavour profile.

The sausage is made from prime cuts of pork seasoned with spices. The sausage has a coarse structure, giving it a distinctive texture that is both *tender and juicy*. It is smoked over beechwood, giving it a distinctive smoky flavour and aroma.



*The Ultimate Big Dog*  
**XXL MEISTER SAUSAGE** 160g

Whether you choose to grill it, fry it, or bake it, the Meister sausage is a *versatile & delicious* ingredient.

# The Classic BRATWURST

A FAVOURITE ALL AROUND THE WORLD



*Our Bratwurst sausage* is a true masterpiece of German culinary tradition.

The sausage is made with finely minced pork and a blend of spices and herbs (hints of garlic, paprika, and other spices) that have been *carefully selected* to create a perfectly balanced taste.

The texture of our bratwurst is firm to bite, with just the right amount of resistance as you bite into it.

The Bratwurst sausage is typically grilled or pan-fried to create a crispy, browned exterior while maintaining a *juicy, flavourful interior*.

# The Adventurous CURRYWURST

LET THE CURRYWURST TAKE YOU  
ON A CULINARY ADVENTURE

*The Currywurst* is a delicious German street food that will transport you to a world of bold and spicy flavours. The juicy and succulent sausage is grilled to perfection, sliced and smothered in a curry sauce which has been made to a secret recipe passed down from generations.

Each bite is a *sensory explosion of taste and texture*, with the grilled sausage perfectly complementing the bold and complex flavours of the curry sauce.

The sauce is *thick and luscious*, clinging to the sausage and infusing every bite with its rich and satisfying flavour.



# *A Unique* **SELECTION OF SAUSAGES**

## **KRAKAEUR SAUSAGE**

JUICY, FLAVOURFUL & HEARTY



*Our Signature*

## **KRAKAEUR & CHEESE**

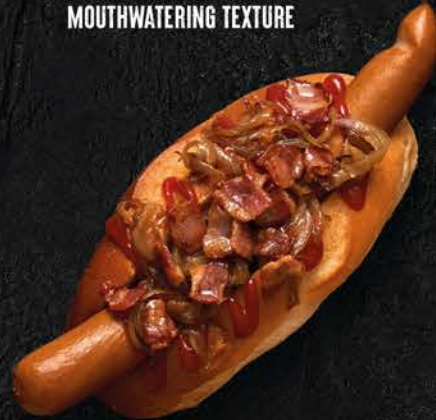
BURSTING WITH FLAVOUR &  
OOZING WITH CHEESE



*The Extra  
Cheesy*

## **MEISTER SAUSAGE**

IRRESISTIBLE FLAVOURS &  
MOUTHWATERING TEXTURE



*The Mighty*

## **XXL MEISTER SAUSAGE**

BIG ON TASTE & FLAVOUR



*The Ultimate  
Big Dog*

## **BRATWURST**

A FAVOURITE ALL AROUND  
THE WORLD



*The Classic*

## **CURRYWURST**

LET THE CURRYWURST TAKE YOU  
ON A CULINARY ADVENTURE



*The Adventurous*



## BREAD



### PRETZEL ROLL

A German inspired pretzel roll (unsliced). A premium choice to accompany any hotdog.



### BRIOCHE TOP SLICED ROLL

A rich, buttery brioche roll. A great accompaniment to any hotdog.



### SEMOLINA ROLL

The semolina gives the roll a golden hue and a slightly sweet taste.

## TOPPINGS



### JALAPEÑOS

Spice it up! Pre-sliced jalapeños, perfect for spicing up our hotdogs.



### CHEESE SAUCE

Nothing wrong with being cheesy! Delicious hot cheese sauce.



### DICED GHERKINS

The Gherking! Hitting you with a tangy punch of flavour with every crunchy bite.



### CRISPY ONIONS

Add some crunch to our hotdogs with this classic and ever-popular topping.



### CHILLI CON CARNE

Delicious chilli beef with red kidney beans in a rich tomato sauce.

## SAUCES

The perfect final touch. Our sauces will give your hotdog that *extra kick, tang or zing*.



*Ketchup*



*Mustard*



*Curry Sauce*



*BBQ*



*Chilli*

## PACKAGING

A Gourmet tray: fully recyclable, biodegradable & compostable.

With a *bespoke* dual branded greaseproof paper.



*Dual branded option*

# FREE ON LOAN EQUIPMENT & VISIBILITY OPPORTUNITIES

*Kiosks*



*Menu Boards*



*Trikes*



# THE BENEFITS

- ★ THE COMPLETE PACKAGE FROM ONE SUPPLIER.
- ★ FREE ON LOAN EQUIPMENT OPTIONS.
- ★ FREE POS AND BRANDING.
- ★ DUAL BRANDING OPPORTUNITIES.
- ★ FULL SUPPORT WITH DEDICATED KEY ACCOUNT MANAGER AND ROLLOVER CUSTOMER SERVICE TEAM.



**WE CAN'T WAIT TO SHARE THIS GAME CHANGING RANGE WITH YOU & YOUR CUSTOMERS.**

*Make it your Signature*

Call our team of culinary professionals on +44 (0) 1753 575558





@ROLLOVERHOTDOGS +44 (0) 1753 575558