

The
BOAR'S HEAD
Guide To
COUNTER CULTURE™



THIS BOOK BELONGS TO:

KEEPER *of the* COUNTER CULTURE





THE DELI

Like all cultures, it has its own particular rhythm. It has its own rules as well, both spoken and unspoken. When followed, they yield a world of fine tastes and unlimited possibilities. A world that is meant to be enjoyed by all. A world that we cordially invite you to join.

Boar's Head has been proud to uphold, nurture, and represent deli culture for over 110 years. Here are a few tips and tricks we've learned along the way that we'd like to pass along to you.

Enjoy.





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Rule No. 1

THE FIRST SLICE IS ON THE HOUSE

Delving into new experiences is one of the finest ways to feed the soul, and the appetite. When you come to the counter, feel free to explore and sample our fresh flavor of the day.

It's a great way to tiptoe into new flavors, and guarantee that you're well acquainted with our latest offerings. Plus, we love to share.



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Rule No. 2

T H E R E ' S B O A R ' S H E A D ,
and there's everything else

Deli food is not overly complicated. But that doesn't mean it shouldn't be amazing.

Here at Boar's Head, the counter is the center of the culinary world, which is why we dedicate ourselves to serving products made with only the finest ingredients. When you go with Boar's Head, you're ensuring that every lunch, dinner, and midnight snack is the very best you can get.



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Rule No. 3

CHALLENGE YOUR TASTE BUDS

Feeling adventurous? That's okay. You're among friends here.

While we do have comfort foods, you don't need to stay in your comfort zone. Try our next-level delicacies like Bold Madrasala® Curry Chicken Breast, Rosemary & Sundried Tomato Ham or Uncured Peppered Salame.

Your enjoyment is only limited by your palate. We recommend expanding it.



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Rule No. 4

ORDER LIKE NO
ONE'S WATCHING

Feeling rushed when the line behind you starts to stack up? No need. Boar's Head appreciates a little quality time at the counter. If your weekly meal prep requires some extra thinking or your deli platter for 30 could use some additional attention, indulge yourself and take your time.

And for the patrons behind you – good things come to those who wait.



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Rule No. 5

WE'RE WITH YOU THROUGH THICK AND THIN

Boar's Head is the best any way you slice it, but it tastes even better when it's sliced to your exacting standards.

Like turkey? Order it dinner-cut to serve with mashed potatoes and gravy. And don't be afraid to get a little exotic. Paper-thin Prosciutto di Parma with ripe cantaloupe makes a meal unto itself. Or turn a simple bowl of ramen into a homemade delicacy with a few artfully placed slices of Bold Ichiban Teriyaki® Style Chicken Breast.



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Rule No. 6

CONSIDER THE
RATIO OF
YOUR RATIONS

A good sandwich, like a good life, is all about balance. With this in mind, avoid ordering meat and cheese at a 1:1 ratio. A safe bet is to go 3:2 in favor of meat, but if you're feeling particularly carnivorous, don't be afraid to make your own proportions.

After all, it's your sandwich, and no one else's.



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Rule No. 7

LIFE ISN'T
PRE - PACKAGED
order accordingly

If you're looking to create the perfect meal, details matter.

When you order Boar's Head from the deli, you're getting a product that's better in every sense of the word. You can't argue with quality.

Our provisions aren't made for pre-packaging. They're made for you.



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Rule No. 8

T H E R E A R E N O
B A D Q U E S T I O N S

You aren't an expert in the delicatessen, and you aren't expected to be. That's what your deli associate is there for. Feel free to ask them any query that we may not have answered in this guide. They're happy, and eager, to help.

QUANTITY

*What amount is the right amount? How much is too much?
Let's keep your eyes in exact proportion to your stomach
with this simple pound-to-sandwich ratio.*



1 / 4 POUND

*Enough for
1-2 sandwiches*



1 / 2 POUND

*Enough for
3-4 sandwiches*



1 POUND

*Enough for
5-6 sandwiches*



2 POUNDS

*Enough for
10-12 sandwiches*

THICKNESS

*There's more than one way to slice a meat. Or a cheese, for that
matter. Whether you like it thick-cut, thinly sliced, or somewhere
in between, just be sure to say the word. And once we get to
know you, chances are a simple head nod will do.*



SHAVED



VERY THIN



THIN



SANDWICH CUT



DINNER CUT

CHEESE GUIDE

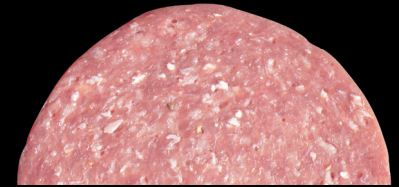
There are no wrong cheeses. But some are definitely more right for you than others. Please use this trusty guide to help you navigate all your deli endeavors.

VARIETY	STRENGTH	FLAVOR	TEXTURE
SWITZERLAND SWISS CHEESE	...	<i>nutty</i>	<i>firm</i>
SHARP WISCONSIN CHEDDAR	..	<i>sharp</i>	<i>firm</i>
COLBY JACK	.	<i>mild</i>	<i>semi-soft</i>
PICANTE PROVOLONE	<i>sharp</i>	<i>firm</i>
JALAPEÑO PEPPER JACK	...	<i>spicy</i>	<i>semi-firm</i>
AMERICAN	.	<i>mild</i>	<i>creamy</i>
WHOLE MILK MOZZARELLA	.	<i>clean</i>	<i>semi-soft</i>
BOLD CHIPOTLE GOUDA CHEESE	<i>spicy</i>	<i>semi-soft</i>
MUENSTER CHEESE	.	<i>mild</i>	<i>creamy</i>

CAPOCOLLO
cap•oh•coll•oh



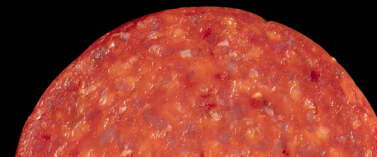
GENOA SALAMI
jen•oh•ah suh•lah•me



PROPER PRONUNCIATION
ISN'T REQUIRED

but it certainly doesn't hurt

PEPPERONI
pep•per•oh•nee



BIANCO D'ORO®
bee•an•coh de•or•oh



SOPRESSATA
so•press•ah•ta



PROSCIUTTO
pro•shoot•toh





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Rule No. 9

Compromise elsewhere.®

For over 110 years, we haven't wavered from our standards.

Why should you?



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BOAR'S HEAD

THE AMERICAN
CIGARS

Boar's  Head
Compromise elsewhere.

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boarshead.com

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