



## *Meet the Grower*

# *Swayzee, IN Hand Breaded Tenderloins* *Swayzee, IN*

The Market at Swayzee has been a staple in the Grant County Indiana community for over 100 years. With only a few owners in this long history, current owners Jim and Allison Cruea were committed to carrying on the long time traditions such as quality customer service and preserving the nearly 20 original recipes that were inspired by the Market.

It became obvious to Jim and Allison that the recipe for the “Original Swayzee Indiana Hand breaded Tenderloin” was a clear favorite among the Markets customers. In November of 2014, the Market went through a rebranding and changed the business model of the Market to focus on their bestseller.

Major plant renovations, along with acquiring State and Federal inspection approvals were the first steps in the new business model. The Market at Swayzee began the process of streamlining mass production of the “Original Swayzee Indiana Hand Breaded Tenderloin”. All the while, maintaining the integrity of the product by continuing to use all natural, hormone and antibiotic free pork. The pork is then cut, trimmed and breaded by hand. This process continues today and the Market at Swayzee has become the “Hand Breaded Tenderloin” Capital of Indiana. They supply these delicious Tenderloins to wholesale and retail businesses, restaurants and most recently have entered into the fundraising market for local nonprofits.

In February of 2015 the Market at Swayzee partnered with the Big Jaws district of Youth for Christ in Indiana. This partnership is committing to donate 10% of all profits to this Organization.

Products available through Piazza Produce include Pork Tenderloin Seasoned, Pork Tenderloin Regular, and Pork Tenderloin Spicy. Swayzee Tenderloins are made from whole, boneless pork loins. They take .50 lb cubed pork loin and batter and hand bread it. The flavor is fresh with slightly crunchy breading and moist, tender pork inside. The pork is utilized fresh, never frozen and is all natural, hormone and antibiotic free. It is trimmed, cut, cubed and hand breaded, then individually frozen. Try them all today!



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