



Our Heritage

Jesus said, “Do unto others as you would have them do unto you”— we embrace His words. Tip Top Poultry, Inc. seeks to honor God in how we run our business, serve our customers, treat our employees, and relate to our vendors.

Our family owned and operated company was founded in 1947, and acquired by Al Burruss in 1954. He soon thereafter invited Chet Austin, his lifelong best friend, to join him in business. Al served as President until his death in 1986 and Chet remained with Tip Top until he retired in 1999.

In 1970, Al’s son Robin began working for the company. He became General Manager in 1984 and President of the company in 1986. Chet’s son, David, joined the business in 1985 and served as Secretary/Treasurer until 2017. Today, Brad Respass represents the third generation in the business and is the one charged with maintaining the legacy while leading Tip Top into the future.

Tip Top began as a very small broiler processor. In the 1960s, feeling the pressure created by large, fully integrated broiler producers, Tip Top started to diversify by processing mature hens and roosters. By 1976, Tip Top completed the transition and ceased broiler processing, focusing exclusively on processing heavy breeder hens and roosters, the parent stock of broilers.

Today, Tip Top continues to be a dominant player in the poultry industry as a major processor and marketer of cooked and raw poultry products.



The Tip Top Difference

Quality, Service, and Relationships

We believe the difference between Tip Top and other vendors is that we seek to make our customers successful by offering them true value. We believe their success and true value is achieved as we:

PRODUCE QUALITY

We believe in consistently supplying our customers with the finest quality poultry products in the industry.

DELIVER SERVICE

We believe greatness takes place when we give our customers frequent, prompt, and dependable service.

DEVELOP RELATIONSHIPS

We believe in building long term, personal relationships with each customer. We serve our customers best by knowing and understanding each customer's needs and desires.

QUALITY • SERVICE
tip
top
RELATIONSHIPS

*Simply put,
“Do unto others
as you would have
them do unto you.”*

Tip Top Today

Tip Top Poultry Inc., as one of the largest baking and stewing hen marketers in the United States, services most of the national grocery stores with either Tip Top brands or private label products. We also de-bone fowl and sell raw, boneless products to large and small prepared food manufacturers, as well as distributors.

Additionally, we supply a significant portion of cooked, pulled, and diced chicken meat to the food service and industrial market sectors. Our cooked products find their way to the consumer through local and national restaurants or through many prepared food products.

Since 1947, the people of Tip Top have worked hard to provide “Tip Top” quality service and products to our customers.

We are here to honor God in how we run our business, serve our customers, treat our employees, and relate to our vendors. Simply put, “Do unto others as you would have them do unto you.”



Our Products

Cooked Products

With the opening of our Rockmart, GA plant in 1989, we began earning the trust and respect of many satisfied customers of cooked products. We pride ourselves on producing superior quality ingredients and “sudden service” at competitive prices. Our customer list reads like a “Who’s Who” of the industry. We have won many awards from those fine companies based on our overall service and quality levels. Our customers benefit from the custom blends and formulas we worked with them to develop. They also value the “outside the box” approach to problem solving we employ to address their most challenging situations.

PRODUCTS AVAILABLE

- Fully Cooked, Pulled Chicken and Turkey (Marinated or Non-Marinated)
- Fully Cooked, Diced Chicken and Turkey (Marinated or Non-Marinated)
- Fully Cooked, Shredded Chicken and Turkey (Marinated or Non-Marinated)
- Fully Cooked, Char-marked Chicken Strips (Marinated or Non-Marinated)
- Fully Cooked, Sized Fillets (Marinated or Non-Marinated)
- Fully Cooked, Mechanically Separated Chicken
- Chicken and Turkey Broth
- Rendered Chicken and Turkey Fat

QUALITY ASSURANCE

Because of the unique de-boning process we pioneered, along with continuous process improvement, Tip Top consistently sets the standard for the lowest defect ratio in the industry.

An AOAC-approved lab extensively tests every item and we take extra precautions in all areas of our facility to ensure only the highest quality products leave our plant.



RAW PRODUCTS

Each year, our raw poultry business thrives because of our commitment to produce quality products for retail consumers, prepared food customers, and distributors across the world.

BAKING AND STEWING HENS

As one of the largest packers of baking and stewing hens in the world, we sell fresh and frozen baking and stewing hens to most of the major grocery chains and wholesale distribution outlets in the United States and Canada. Tip Top and Top Bee brands serve as two of our best-selling retail hens.

RAW DE-BONED CHICKEN

Our production team utilizes proven techniques for de-boning hens efficiently to deliver the highest quality breast meat. Whether for distributors or further processors, we take pride in providing the best value for you.

RAW GROUND CHICKEN

Besides producing mechanically separated chicken meat, we were among the first to supply ground chicken to the market. This product continues to find new applications in today's demanding marketplace.



Distribution

Tip Top delivers to all 48 contiguous states and additionally exports to Canada and the Far East. Our ability to deliver weekly to all parts of North America keeps your inventory levels low and your product turns high. We are committed to providing what you want, when you want it. Our customers enjoy dealing with a company that places high priority on serving their needs.



Tip Top Tomorrow

From technology and personnel to facilities and product development, Tip Top strives to meet your needs today and well into the 21st century. While proud of our heritage, we focus on the future – both yours and ours.

MARKETING SUPPORT AND TRAINING

As part of our commitment to your success, we offer a professional marketing and merchandising system designed specifically to help you sell more product. We also provide engaging, entertaining, and educational sales training for your marketing representatives. Our training includes hands-on demonstration, tips, and techniques for selling against the competition, and ideas to help your customers realize greater profits. We will work with you to create custom labels and point of sale literature. Bring us your ideas and suggestions. We stand ready to help your business grow.

EQUIPMENT AND FACILITIES FOR TOMORROW

We focus on continuous process improvement to ensure we keep up with the demands of an ever-changing industry and meet all food safety and HACCP requirements – today and well into the future.

NEW PRODUCT DEVELOPMENT FOR TOMORROW

New products add excitement to your business. Tip Top will join with you to develop new products and increase your profitability. Because of our varied and unique cooking methods, we offer products high in quality while also cost-effective. The consistency and predictability of the items we develop also enhance your image in the marketplace, allowing you to attract a large customer base. New product development represents another part of our commitment to making your business more successful.

PEOPLE FOR TOMORROW

We remain committed to hiring the best people in all areas who wholeheartedly embrace our corporate strategy of making our customers successful. With our quality people, we stand ready to serve you and your changing needs whether it involves tracking specific sales figures or getting a next day delivery.



We are here to honor God in how we run our business, serve our costumers, treat our employees, and relate to our vendors.

Simply put,
“Do unto others as you would have them do unto you.”