

It's Pretzel Time!



Pretzel 6" demi baguette

- Perfect for a sandwich or a mini table loaf.
- Use on the hot press for a "Panini like" sandwich.

Pretzel dinner roll

- Great for any meal occasion or as an accompaniment with soup or salad.
- Makes a tasty slider or mini sandwich.

Pretzel Bun

- Traditional hamburger buns move aside!
- Holds up to even the messiest burger toppings.
- Great for deli sandwiches.



These items can be pre-packaged and sold in the bakery as well as individual lunch items for the deli

AFS #	DESCRIPTION	PK/SIZE	CASE COST	UNIT COST
6104012	Pretzel Demi Baguette	60/4 oz	\$27.05	\$0.45
6104020	Pretzel Dinner Roll	120/2 oz	\$28.77	\$0.24
6104038	Sliced Round Pretzel Bun	72/4 oz	\$31.06	\$0.43

SHELF LIFE:

1 day baked (open bulk), 3 days poly bag.

HANDLING:

Can be refreshed @ 375° for 5 minutes.
Cool 30 minutes, then package.



QUESTIONS? contact Flori Tovar @ 801-214-9635

NEW ITEM



Item Number: **UPC 729345 61172**

Item Description : **Sara Lee Whole Grain White Sandwich Thin Buns**

Case Pack : **1**

Item Cost : **\$2.54**

SRP: **\$3.39**

Date Available: **2-28-2011**

Seasonal or Everyday: **ED**

- Category Manager
 - Steve Skinner
- February 28, 2011
- Proposed for ads in May December
- New Item
- Thin Bun Category is the fastest growing product in the bun category
- Bun variety sales are increasing
- Consumers are looking for new and healthy products in this category and Sara Lee is delivering premium product's in the bun category.



Associated Food Stores

New Item in Meat Department

Dakota Buckaroo Meat Marinade
Great in Ground Beef and Stews
Great Marinade for Beef, Pork, Poultry, and Seafood.
Has a Robust Smoky Flavor

Original Item # 7052491

Case Cost \$50 Unit cost \$4.16

Sell @ \$5.49 =24%

Sell @ \$5.99 = 30%

Spicy Item # 7052475

Case Cost \$50 Unit cost \$4.16

Sell @ \$5.49 =24%

Sell @ \$5.99 = 30%



NEW ITEM



Flaky Crust. Real Fruit. Hot and Delicious.

Item Number: 6236012 - Apple, 6236004 -
Cherry Berry, 6236020 - Peach

Item Description : Banquet Fruit Pies

Warehouse : Farr West

Case Pack : 24/7oz

Item Cost : \$.70

SRP: \$.99

Date Available: 6/08/10

Seasonal or Everyday: Everyday



Associated Food Stores

- ◎ Category Manager
 - John Fabert
- ◎ Ad Dates
 - August 18, 2010
- ◎ FSI Dates (Free Standing Insert)
 - September 5, 2010
- ◎ Line Extension or New Item
 - New Item
- ◎ Category Sales Up or Down
 - Pot Pies have been flat the past two years with small growth in the premium Sales.
- ◎ Marketing Information/Trends
 - This item should be merchandised in the pot pie section next to the Banquet for High impulse trial and sales.
- ◎ Why should the retailer add this item?
 - This item is the only full single serve pie that is an affordable solution without having a full pie.