

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.