

NEW TO YOUR SEAFOOD DEPARTMENT!

Create Your Custom Quality Chowder Bar



We'll Serve You:

- Increased revenue through a new profit center
- Custom branded soups with the perception that you're making fresh and convenient meals
- Greater customer loyalty, offering hot soup or a cold soup tub to go
- More customers to your Seafood Department for quick and quality meal solutions
- A turnkey setup in a small space to proudly serve behind the counter



A Trio of Premium Soups

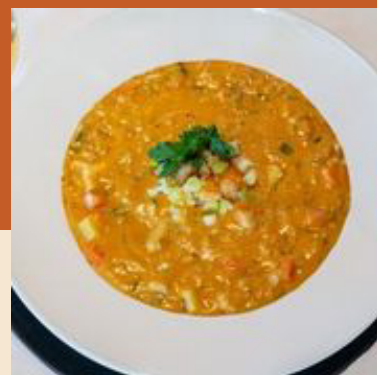
Clam Chowder



Lobster Bisque



Alaskan Seafood Chowder



Simply Add Your Store's Label To Tub!

Branded tubs display in your cold case.



Carton GTIN	Chowder	Additional Information	Product Number	Pack Size	Case Wt	Case Cube	Case Dimensions	Approx Case Yield
1 08 50982 00244 1	New England Clam Chowder	RTU	FS9016	2-4 lbs.	8 lbs.	1.1672	L8.5xW8.5xH4.0	128 oz.
1 08 50982 00281 6	Lobster Bisque	RTU	FS9018	2-4 lbs.	8 lbs.	1.1672	L8.5xW8.5xH4.0	128 oz.
1 08 50514 00630 5	Alaskan Seafood Chowder	RTU	FS9091	2-4 lbs.	8 lbs.	0.1672	L8.5xW8.5xH4.0	128 oz.

RTU = Ready to Use

It All Adds Up!



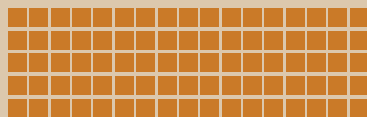
Soups sold at \$6.99 each

	DAY	MONTH	YEAR
SOUPS SOLD	32	960	11,520
SALES	\$223.68	\$6,710.40	\$80,534.80



10 STORES

\$808,348.00 / YEAR



100 STORES

\$80,834,800.00 / YEAR

HOT SOUP PROGRAM

(50-60% margin)

SELL COLD "TO GO"

(50-60% margin)

3 - Unit Kettle, all soups, make (32) - 12 oz. cups

Ladle cold soup from food service fresh pouch into tubs.

TO ENCOURAGE SALES:

- Ladle cold soup from food service fresh pouch into tubs.
- Demo hot soup

Corporate Office

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