



*Ready-to-Eat Fresh-Cut Produce Vegetables  
New and Enhanced  
for The Retailer and Its Produce Consumers!*

*Healthy  
Source of Carbs!*



### *The Ultimate Produce Success Formula*

#### *12 Powerful Program Features & Benefits*

- Lower Inventory Costs (New 6-pack case and 16oz size jar)*
  - + Attractive Dollar Ring at Favorable Margins*
  - + Competitive Cost per Ounce Value/Line-Priced*
  - + New High Demand Produce Item (Baby Corn & Hearts of Palm)*
  - + Special Program that Supports EDLP and/or High-Low Pricing*
  - + Faster Inventory Turns (New 6-pack Case)*
  - + Display-Ready Shrink Wrap Corrugated for "1-Touch" Labor & Handling Savings and Multiple Merchandising Options*
  - + No Shrink / Incremental Sales*
  - + Five a Day Supporter*
  - + Special 1/2 Pallet Display Program for Higher Demand Holiday Sales*
  - + Strong National Broker Network*
  - + Chef's Harvest Produce Brand Awareness*
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- Ultimate Produce Department Sales Success***



New Products - Baby Corn & Hearts of Palm



New 6-pack Program