

6 out of the Top 10 Sandwiches Sold Nationally



Quality Since 1955

Deli Express

#1 Selling Sandwich

6 of the TOP 10 selling sandwiches are Deli Express*
What's in Your Cooler?

Chicken Salad
MEBA Hickory Smoked Turkey & Cheese
SUB SELECTS Traditional Italian

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*Source: IR with Scan Review Convenience Store Sandwich Category, 24 weeks ending 7/17/15

#19004 DELI EXPRESS® / E.A. Sweet Co., 10101 West 78th Street, Eden Prairie, MN 55344 1-800-329-6184 www.deliexpress.com

The advertisement features a red background with a green banner at the top. The Deli Express logo is in the top left. The main headline is '#1 Selling Sandwich' in a large, white, 3D font on a green banner. Below this, a yellow banner contains the text '6 of the TOP 10 selling sandwiches are Deli Express*' and 'What's in Your Cooler?'. Three Deli Express sandwich packages are shown: 'Chicken Salad', 'MEBA Hickory Smoked Turkey & Cheese', and 'SUB SELECTS Traditional Italian'. At the bottom, there are several sandwiches, including a sub sandwich, a round sandwich, and a sandwich on a roll. The bottom left corner has a small number '#19004' and the company name and address. The bottom right corner has a small copyright notice and source information.

Deli Express Branded Sandwiches

The Deli Express line provides a trusted brand name and product offering that is recognized by customers.

- # 1 selling brand in C-stores
- Quality ingredients
- Extended shelf life:
 - 9 months frozen
 - 30 days, refrigerated



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Product Based

- Three product lines:
 - Deli Express Sandwiches
 - Deli Express Hot-to-Go (hand paper wrap)
 - Market Line (upscale)
- Name brand ingredients:
 - Jennie-O Turkey Store®
 - John Morrell® Meats
 - Schreiber® Cheese
- Inspected by the USDA, Military and the FDA. Recently received an AIB superior rating score of 940 (out of 1000)



Packaging

- Modified Atmosphere Packaging
Gas flush = extended shelf life
- Longer shelf life vs. many competitors:
 - 9 Months Frozen
 - 30-Days Refrigerated (flexible film/semi-rigid trays)
 - 14-Days Refrigerated (hand paper wrap)

Equipment & POS

- Free point-of-sale materials
- Reduced equipment costs on coolers and warmers
Additional equipment available

