

Now Available!!

A Fresher Food Option

HEARTY Choice

hand prepared · fresh ingredients

Sandwiches, cut fruit & desserts

A Fresher Food Option

Why Fresh Food?

Consumers are looking for:

- Alternatives to QSR's
- Healthy options
- Convenient choices

How Does This Differentiate You?

- No "gas"
- Not frozen
- Unique branded product



Introducing... **Hearty Choice**

Fresh Sandwiches, Fresh Hand-Cut
Fruit, Salads, Wraps, Desserts,
Frozen Options

Product Freshness

Selection

- **Sandwiches- $\frac{1}{4}$ lb Turkey, $\frac{1}{4}$ lb Ham, Chicken Salad, Egg Salad, Tuna Salad, Club**
- **Hoagies- Grilled Chicken, Cuban, Ham & Cheese**
- **Hand-cut Fruit and Grapes**
- **Angus Cheese Burger**
- **Chicken Breast Sandwich**
- **Salads & Wraps**

Shelf Life

- **Current- 6 Day & 14 Day options
(not guaranteed)**

Pricing

- **Pre-priced, Pre-labeled**



Promoting A Fresh Product

Point of Sale Material

- **Complete Store Advertising**
 - **Pump Toppers**
 - **Door Clings**
 - **Shelf Talkers**
 - **Counter Easels**
 - **Ceiling Danglers**



Clerk Knowledge

- **#1 way to communicate**
- **Suggestive selling**

Product Placement

- **Open-air coolers**
- **#1 sandwich position**



Ordering/Rotating Fresh Product

Consistent Process

- **Develop build-to levels**
- **Choose 1 ordering leader**
- **Anticipate traffic changes**

First In – First Out

- **Stock newer product behind existing product**
- **Keep any frozen product in freeze until needed**

