

**Give us 11" of space
and watch your
profits grow!**



*Nothing says fresh
quite like the
aroma of warm
roasted cashews!*



Fresh Cashew Display Program

JUST WATCH YOUR PROFITS GROW

The Peterson's Cashew Program is the perfect impulse buying vehicle. Although the highly visual display is only 11 inches wide, the golden, fresh-roasted cashews are warm and inviting. The roasted-nut aroma alone is sure to capture attention like no other. The Peterson's Cashew Display truly sells itself.

COMES WITH THESE GREAT FEATURES AND MORE

- Durable Display Case with Food Grade Bulb, Maintains Product Warmth
- Display Case Holds Up to 5lbs of Quality Fresh Product
- Divided Tray for Multiple Varieties of Fine Peterson Product, that is Removable for Washing/Filling

EASY TO SET UP

- Cashew display case
- Calculated cashew scoop
- Food-grade coated bulb
- Purchase fresh whole cashews and bags from Imperial

GET MAXIMUM SALES

- Keep display within 3 feet of the cash register
- Keep your display full of cashews (4 to 5 pounds) at all times
- Keep your display light turned on during store hours
- Keep your display dusted and clean, both inside and out
- Clean removable tray weekly
- Maintain a good supply, usually 8 to 10 pounds, of cashews on-hand

Peterson Fresh Cashew Program

A) Gross Margin

Pack 12/1 lb.	Yield = 160/1.2oz. Bags
Your Selection Retail Price Per 1.2oz. Bag	\$.99
Cost Per 1.2oz. Bag	\$.45
Profit Per 1.2oz. Bag	\$.54
12 lb. Case of Cashews	\$158.40/cs
Cost of 12 lb. Case of Cashews	\$ 71.70/cs
Profit \$ on 12/1 lb. Sales (per 12 lb. Case)	\$ 86.70/cs
% of Profit on Sales	54%

*Based on 160 sales of 1.2oz. Bags, in each 12 lb. CASE OF CASHEWS

*These figures don't include Imperial's mark-up

