

NEW PRODUCTS

FROM COUNTRY CHOICE

JULY 2009 • NEW RANGE OF SAVOURY SNACKS AND SANDWICH FILLINGS



C74707 Salmon and Prawn Sandwich Filling



C74751 Spicy Meatball Sandwich Filling

Salmon and Prawn Sandwich Filling

Delicious prawns and strips of smoked salmon in a creamy mayonnaise

This new sandwich filling from Country Choice is ideal for multi-use such as sandwich or baguette filling, salad accompaniment, or as a topping for jacket potato's. This product has been launched as an exciting alternative to the top selling prawn mayonnaise filling, with its high fish content at 66% will give fantastic flavour wherever it is used.

At a recommended retail price of £2.49* you can achieve a POR of 44% (£1.11 cash)

*includes small white baguette and salad

Handling Instructions for Sandwich Fillings: Keep chilled. Store at 0°C to 4°C. Use within 48 hours of opening or until 'use by' date, whichever comes sooner.

Spicy Meatball Sandwich Filling

Pork & Beef meatballs combined with mozzarella and green chilli's in a herby tomato sauce

This addition to the range can be used as a Sandwich filling, baguette filling or topping for jacket potato's, the filling is versatile in use and can be served hot or cold giving great texture and flavour. This sandwich filling is perfect to form part of your offering and is now classed as a 'mainstream' filling in many of the UK's leading sandwich bars.



Served chilled at a recommended retail price of £2.29* you can achieve a POR of 52% (£1.20 cash)

*includes Ciabatta, Tomato

Alternatively served as Hot Sub at a recommended retail price of £2.49* you can achieve a POR of 49% (inc VAT) (£1.04 cash)

*includes Sub roll

Handling Instructions for Spicy Meatball filling: To microwave the Spicy Meatball Filling: Place a 60g portion of the filling onto a microwave proof dish and heat for 1 minute on low power setting (based upon the use of a 1.8KW microwave). A core temperature of +82°C must be achieved before the product is removed from the microwave oven. If below +82°C continue heating for further 20 seconds and check core temperature again. For larger quantities adjust time accordingly. If displaying hot: This product must be transferred immediately to a pre-heated display that will maintain a core temperature of +63°C or higher.

	WEIGHT	PACK PRICE	PRICE PER KG
C74707  Salmon and Prawn Sandwich Filling	1kg	£14.50	£14.50 Per kg
C74751  Spicy Meatball Sandwich Filling	1kg	£9.95	£9.95 Per kg

CountryChoice
Catering for retailers

Cheese and Pickle Twist

All Butter pastry twist with Emmental cheese and pickle filling with a grated hard cheese topping

This new product from Country Choice will sit well alongside the already popular Cheese Twist, the new cheese and pickle flavour is a favourite amongst consumers 1 in 3 households in the UK buy pickle every year. This product can be served hot or cold so will sit well in your hot savoury display cabinet or your bread display unit.

At a recommended retail price of £1.05* you can achieve a POR of 40% (41p cash)

* Excludes VAT



		CASE SIZE	CASE PRICE	UNIT PRICE
F62732	V Cheese and Pickle Twist	40	£25.40	£0.63

Cooking instructions for Cheese and Pickle Twist: Always bake from frozen. Remove the required amount from the outer case and place on a clean lined, solid baking trays allowing 4 to 5cm of space around each product. Pre-heat oven to 190°C (fan assisted) and bake for 15 to 18 minutes. A core temperature of +82°C must be achieved before the product is removed from the oven. If displaying hot this product must be transferred immediately to a pre-heated display that will maintain a core temperature of +63°C or higher. Shelf life once baked: Hot - 4 hours.



Mini Cheese & Tomato Pizza



Mini Cheese & Ham Pizza



Mini Pepperoni Pizza

New easy concept from Country Choice- Mini Pizza's

This new concept is a must for all stores currently using the floured bap, it is a great food to go offering, and has margins up to 44%!

The mini pizza range only requires a short 4 minute baking time and has a hot holding time of up to 2 hours, the new easy to assemble range uses pre-sliced white floured baps and a selection of pizza toppings to create a versatile range of mini pizza's including Ham, Cheese & Tomato and Pepperoni.

Each mini pizza can be simply and neatly packaged using the square savoury boxes.

PIZZA INGREDIENTS

		WEIGHT	CASE SIZE	LIST PRICE	UNIT COST
F60816	V T White Floured Baps (Pre-sliced)	85g	48	£10.55	£0.22
A85795	V Italian Style Tomato Pizza Sauce	2.95kg	1	£4.55	£2.19 Per kg
C71925	V 7 Triple Cheese Mix	1kg	1	Market Price*	
F3780	T Pepperoni Slices	1kg	1	£9.95	£9.95 Per kg
C29177	5 Ham	500g	1	£6.05	£0.36
C10402	V Tomatoes (Approx. 72 tomatoes)	6kg	72	Market Price*	
A68736	Square Savoury Box	-	500	£51.40	£0.10**

*Nett Price **Packaging is subject to VAT

S Chilled shelf life from day of delivery (in days) T Thaw & Sell V Vegetarian

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