

NEW CONCEPTS

FROM COUNTRY CHOICE

NOVEMBER 2009 • NEW SAVOURY SNACK CONCEPT



F68090
4" Sausage Roll

4" Sausage Rolls For Your Countertop

We all know sausage rolls are delicious eaten hot or cold, but did you know you can now retail them at room temperature?

The Country Choice 4" Countertop Sausage Roll Concept effectively opens up a new category for your store enabling you to sell sausage rolls throughout the day without the worry of holding time or waste.

At the recommended retail price of 3 for £1, profit margins are high at 42p per selling unit*. Site them near your till and you should easily be able to sell 10 packs per day equating to over £1,300 profit per annum.

Operationally it couldn't be easier. Simply bake the sausage rolls as normal, allow to cool, then bag, label and display in the specially created countertop display unit. Shelf-life of product is one day.

* Assumes 10% discount off list price.

Furthermore because the sausage rolls are served "ambient" there's no VAT to pay, which means you can offer your customers truly competitive prices.



CountryChoice
Catering for retailers

4" Sausage Roll

Country Choice's new 4" sausage rolls have been specially developed to be eaten hot or cold and are made from a high quality sausage meat filling wrapped in delicious puff pastry.



The new concept comes with its own free of charge marketing package including an easy-to-erect display unit, shelf-talkers and £1 product labels.



Special Loading Deals

Purchase the following

- 2 x cases sausage rolls
- 1 x case small film fronted bags

Receive free of charge marketing pack

- Merchandising tray
- 500 £1 price point labels
- Shelf edge talkers

Total Price: £39.48



		WEIGHT	CASE SIZE	LIST PRICE	UNIT PRICE
F68090	4" Sausage Roll (Approx. 100mm)	75g	85*	£17.85	21p
A68718	Small film fronted bag#	-	500	£7.35	1.5p

*Average Quantity #Subject to VAT

Cooking instructions for 4" Sausage Rolls:

Always bake from frozen. Remove the required amount from the outer case and place on lined, solid baking trays allowing 4 to 5cm of space around each product. Pre-heat oven to 190°C and bake for 20 to 25 minutes. A core temperature of +82°C must be achieved before the product is removed from the oven. When handling cooked product clean tongs must be used.

If displaying ambient this product must be allowed to cool in ambient conditions for one hour before bagging. Product must be labelled and stored in a sealed bag when on display. 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. If displaying chilled this product must be allowed to cool in ventilated conditions for a maximum period of 2 hours at which point it must be transferred to a chilled display +1 to +8°C.

Shelf life once baked: Hot - 4 hours. Chilled - 1 day. Ambient - day of bake.

For further information about the new Country Choice countertop sausage roll concept phone:

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Country Choice

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Part of the brakesgroup trading as Country Choice

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