

Focus on the World Cup

FROM COUNTRY CHOICE



F60160 Football Rolls

Focus on the World Cup

With the 2010 FIFA World Cup™ almost upon us, retailers need to be gearing up for an increase in demand for beer, snacks and, of course, food-to-go. The British Retail Consortium (BRC) estimated that the 2006 World Cup generated £1.25bn in retail sales and is expecting similar for this tournament. Many retailers are already gearing up and anticipate high sales for beer, crisps and pizzas, particularly within convenience stores.

To help you make the most of this major sales opportunity, Country Choice has developed a number of new products and marketing initiatives including:

- Football rolls to liven up the kids' sandwiches
- Mini ambient sausage rolls and **new mini ambient pasties** for the half-time buffet
- Football-themed point of sale to promote Burgers, Pizzas and other Hot Food-to-Go

The tournament starts on Friday 11th June and lasts for four weeks climaxing on Sunday 11th July with the final in Soccer City, Johannesburg. The England fixtures are obviously going to draw large TV audiences but there are plenty of other big games with three matches a day for the first two weeks. All games kick-off in the afternoon with most starting at either 4.00pm or 8.30pm, so afternoon and early evening availability is essential.

For further details and to order products or football themed marketing materials, contact your Country Choice Fieldsales Representative or Telesales Operator.



F62185 Mini Pasties



F68090 4" Mini Sausage Rolls



servings suggestion

F60160 Football Roll Sandwich



servings suggestion

F60160 Football Roll Burger

Mini Sausage Rolls and New Mini Pasties

Country Choice mini 4" sausage rolls, launched last year, have proven a phenomenal success. The countertop unit enables retailers to display the product ambient near the till and capture impulse sales. Top stores are selling over thirty packs a day, which at an RRP of 3 for a £1 works out at nearly £4,000 profit per year (and don't forget there's no VAT to pay).



Building on this success Country Choice is pleased to offer you a mini pastie, specially formulated to be eaten hot or cold. To accompany the launch, a new football-themed display unit has been developed to hold both mini sausage rolls and the new mini pasties.



The mini pastie is baked in the normal manner, allowed to cool and then displayed, 2-in-a-bag. The RRP is 2 for a £1 and the product uses the same packaging and £1 stickers as the 4" sausage roll.



The new mini pastie can be displayed at room temperature for up to 12 hours – so if you're baking at 8.00am, then any leftover product must be thrown away by 8.00pm the same day.

New Football Rolls

Country Choice new Football Rolls are a sure fire way to liven up kids' lunchboxes or create a football-themed mini-buffet for World Cup matches.



At 75g, the rolls, which have football markings on the crust, are the perfect size for kids' lunches. The products are fully-baked, with just a one hour defrost to ensure you can quickly restock your shelves

– don't forget most World Cup matches are either 4.00pm or 8.30pm – so late availability is essential.

Country Choice new Football rolls are, of course, FSA salt compliant, HVO-free and have a one-day shelf-life from defrosting. For added-crust, flash bake for 6 minutes.

The new rolls are available for a limited period only – so order early to ensure you make the most of it.



Pizzas

Pizzas are probably the most popular takeaway when gathering around the telly with friends, which probably explains why the market is now worth a staggering £750m and, according to Mintel, expected to grow by +17% over the next five years.

The Country Choice Pizza Programme is highly flexible, giving retailers a variety of options to make the most of this popular and growing market:

- 12" chilled pizzas for customers to take home and bake themselves
- 12" pizzas to bake in-store in just 4 minutes
- 7" pizzas held hot for up to an hour for customers in a rush and wanting something to grab and go



Country Choice supplies everything you need from pizza bases to toppings to packaging and menus; and, of course, in-store training from a qualified bakery technician. For the World Cup period there are also special football themed shelf-talkers to prompt customers to pick up a pizza or two for the big match.

So contact your Fieldsales representative or Telesales Operator to find out how you can include pizzas in your food-to-go offer or if you're already offering pizza – then simply order our football-themed shelf-talkers to give sales a lift.



Burgers

Burgers continue to be as popular as ever, particularly amongst teenagers, and according to Mintel are forecast to grow by +18% over the next five years.



If you're already running a Breakfast programme, then Burgers are a very easy way of extending your hot food-to-go menu – as you will already be buying most of the ingredients. To include Burgers on your hot food-to-go menu, all you need to do is add a case of our Quarter Pounder Burgers (F3808) and Cheese Slices (C74546) to your order.

Country Choice has developed special shelf-talkers to give your Burger Menu a football theme and help you capitalise on the expected increase in demand for takeaway hot food over the World Cup period.



servicing suggestion

Margherita 12" Pizza



servicing suggestion

Chilled Pizza



servicing suggestion

Cheeseburger



servicing suggestion

Bacon & Cheese Burger

Essential ingredients for a successful World Cup

MINI SAVOURIES

		CASE SIZE	CASE PRICE (£)	UNIT PRICE (P)
F68090	4" Sausage Roll (100mm/4", 75g, With Cuts)	85 (Approx)	17.85	21.0
F62185	Mini Pasties	72 (Approx)	23.80	33.0

BREAD

		CASE SIZE	CASE PRICE (£)	UNIT PRICE (P)	
F60160	Football Rolls	V	80	23.90	29.9

PIZZA

PIZZA BASE		CASE SIZE	CASE PRICE (£)	UNIT PRICE (P)	
F60580	7" Stonebaked Pizza Base (175mm, 130g)	V	20	£12.15	60.8
F60581	12" Stonebaked Pizza Base (300mm, 270g)	V	18	£19.80	110.0

CHEESE & SAUCES

C71925	Triple Cheese Mix (1kg) (A mixture of Mozzarella, Monterey Jack & Red Cheddar)	7 V	1	market price*	
C71020	Mozzarella Loaf (400g)	5 V	1	£7.95	795.0
A84497	Italian Style Tomato Pizza Sauce (1.3kg)	V	1	£4.75	475.0

TOPPINGS - MEAT

F30137	Chicken Breast Strips (2.5kg)	T	1	£24.50	-
C70163	Chicken Tikka (1kg)	5 H	1	£13.80	-
F3527	Cooked Streaky Bacon (500g, Approx. 66 rashers)		1	market price*	
C29177	Ham (500g, Approx. 17 slices of reformed cured pork)	5	1	£6.20	-
F3780	Pepperoni Slices (1kg)	T	1	£10.15	-
C70307	Sliced Chorizo Sausage (300g)	14	3	£18.15	-
F3803	Ham Strips (1kg, Reformed cured pork)	T	1	£9.70	-

TOPPINGS - VEGETABLES

F65605	Pineapple Chunks (1kg)	V	1	£6.10	-
F31380	Chopped Basil (300g)	V	1	market price	
F4017	Chopped Garlic (500g)	V	1	market price	
F31382	Chopped Red Chillies (450g)	V	1	market price	
C12072	Button Mushrooms (1.35kg)	2	1	market price	
F4798	Sliced Onions (1.5kg)	M V	1	£4.10	-
F4793	Sliced Mixed Peppers (1.5kg)	T V	1	market price	
F3243	Sweetcorn (1kg)	T V	1	£3.50	-
C10402	Tomatoes (6kg, Approx. 72 tomatoes)	V	1	market price*	

* nett priced

BURGERS

BREAD

		CASE SIZE	CASE PRICE (£)	UNIT PRICE (P)	
F60816	White Floured Baps (125mm, 85g, Pre-sliced)	T V	48	10.80	22.5
F4626	Oval Bun (120mm, 65g, With cracked maize)	T V	48	10.75	22.4
F3625	Sesame Seed Burger Bun (125mm, 95g)	S T V	48	10.05	20.9

MEAT

F3516	99% Pure Beef Unseasoned Burger (127mm, 113g)		24	18.30	76.3
F3808	90% Beefburger (138mm, 113g, Interleaved)		24	16.80	70.0
C74114	Rindless Unsmoked Back Bacon (2.5kg, Average 55 rashers)	7	1	market price*	

SAUCES & FILLINGS

A3853	Tomato Ketchup Sachets (10g)	V	200	£8.10	4.1
A10408	Mayonnaise Sachets (10g)	V	200	£12.85	6.4
C74546	Burger Cheese Slices (1.4kg)	30 V	112	£14.70	13.1
F4797	Pre-Fried Sliced Onions (1.5kg)	M T V	1	£7.30	730.0

POTATO PRODUCTS

F30081	Seasoned Twister Fries (2.5kg)	V	1	market price
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* nett priced

PACKAGING

		CASE SIZE	CASE PRICE (£)	UNIT PRICE (P)	
A68700	Pizza Box (7") (205x505x35mm)		250	66.90	26.8
A68802	Pizza Board (12") (300mm)		250	33.75	13.5
A68803	Pizza Wrap (12") (505x505mm)		1 roll of 850 sheets	45.50	5.4
A68804	General Pizza Label		500	15.80	3.2
A68722	Hot Bap Wrap (45x125x125mm)		500	35.15	7.0
A68720	Small Food to Go Box (60x145x90mm)		500	35.15	7.0
A68721	Large Food to Go Box (180x115x60mm)		500	50.30	10.1

All packaging is Nett priced and subject to VAT

- V Suitable for vegetarians
- T Thaw & Sell product
- S Product contains sesame seeds
- 5 Chilled shelf life from day of delivery (in days)
- M Suitable to be microwaved
- H Chilled filling that can be served hot

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Part of the brakesgroup trading as Country Choice

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