

NEW PRODUCTS

FROM COUNTRY CHOICE

MARCH 2010 • APPLE LATTICE



F67282 Apple Lattice

NEW Apple Lattice

The market for cakes and sweet pastries remains buoyant as consumers look for everyday, value-for-money treats. Much of the success of the market has been driven by single serve products whether sold individually for impulse sales or as multi-packs for take home treats.

Another key factor in helping the market remain healthy has been the removal of artificial flavours, preservatives and colours.

The new Country Choice Apple Lattice is an ideal addition to your cakes and sweet pastries range offering shoppers a tasty traditional treat at value for money prices. Made from

succulent 'Jonagold' apples in a puff pastry with a sugared topping, the new Apple Lattice contains no artificial flavours, preservatives or colours, and, as with all Country Choice products, is HVO free (Hydrogenated Vegetable Oil).

Baked in just 20 minutes the Apple Lattice has a one day shelf-life sold unwrapped or two days if wrapped. At the recommended retail price of 39p your profit on return (POR) will be in the region of 36%.

For further details of the new Country Choice Apple Lattice contact your Telesales Operator or Fieldsales Representative.

CountryChoice
Catering for retailers

NEW Apple Lattice

To further boost sales and capitalise on the trend to multi-buys and £1 deals we also recommend a permanent consumer offer of 3 for £1



using the Small Film Fronted Bag (A68718).

The new Apple Lattice is the latest addition to the Country Choice traditional bakery range. Full details of all products are listed below.

F67282 **NEW** Apple Lattice



Cooking guidelines from frozen: Remove the required amount from the outer case. Place on a non stick or lined solid baking tray. Allow 4-5 cm of space around each product. Pre-heat oven to 190°C and bake for approximately 22 mins. Once baked allow to cool before placing on display. Shelf life once baked: 1 day unwrapped, 2 days wrapped.

F64125 Decorated Bakewell Tart



F64127 Treacle Tart



F67276 Apple Turnover



F67278 Eccles Cake

TRADITIONAL BAKERY

CountryChoice
Country for residents

			APPROX LENGTH	APPROX WEIGHT	CASE SIZE	CASE PRICE (€)	UNIT PRICE (PENCE)	
F67282	NEW APPLE LATTICE		2 1	90mm	72g	75	18.75	25.0
F64017	Belgian Bun	T	2 1	100mm	90g	24	16.40	68.3
F64019	Chelsea Bun	T	2 1	100mm	90g	24	16.35	68.1
F67504	Iced Finger Bun	T	2 1	145mm	62g	36	15.40	42.8
F64126	Lemon Bakewell Style Tarts & Triple Chocolate Bakewell Style Tarts	N T	4 3	110mm	100g	2 x 12	16.90	70.4
F64125	Decorated Bakewell Tart	N T	4 3	110mm	104g	24	16.90	70.4
F64127	Treacle Tart	T	4 3	110mm	130g	24	16.10	67.1
F64050	Gingerbread Men	T	3 2	150mm	60g	50	18.90	37.8

Gold Cup
Express

F64104	Small Egg Custard (T02, Pre-nutmegged)			80mm	75g	72	23.45	32.6
F64012	Large Egg Custard (T12, Pre-nutmegged)			153mm	325g	32	35.15	109.8
F67209	Family Apple Pie (T15)	A	3 2	153mm	400g	24	29.20	121.7
F67276	Apple Turnover (F26, Pre-sugared)		3 2	160mm	95g	45	20.60	45.8
F67277	Raspberry Turnover (F32, Pre-sugared)		3 2	115mm	95g	43	22.70	52.8
F67278	Eccles Cake (F36, Pre-sugared)		3 2	120mm	85g	45	20.60	45.8

For a 2 day shelf life, egg custards must be kept refrigerated

A68718	Small Film Fronted Bag			250x155mm	-	500	7.35	1.5
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Packaging is Nett priced and subject to VAT

All products are suitable for vegetarians. All weights and measurements are approximate.

A Made with Bramley apple **T** Thaw & Sell product **N** Product contains nuts

W|U Product shelf life (wrapped, unwrapped) from day of defrost (in days)

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Part of the brakesgroup trading as Country Choice

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