

NEW PRODUCTS

FROM COUNTRY CHOICE

MARCH 2010 • CUPCAKES



64080 Lemon Drop Cupcake
64081 Strawberry Kiss Cupcake
64082 Chocolate Dream Cupcake

Join the cupcake revolution!

Ever since featuring on the hit TV series, *Sex and the City*, Cupcakes have shown phenomenal growth. According to the market research agency TNS, sales grew +14% in 2008, and last year's increase was even higher at +22% - that's over eight million households buying this category which is now worth in excess of £41 million.

To help retailers capitalise on this booming market, Country Choice is pleased to announce the introduction of a new range of high quality, delicious melt-in-your-mouth Cupcakes. The range comprises three varieties - Chocolate Dream, Strawberry Kiss and Lemon Drop – all, of course, free from artificial flavours.

All three varieties are 'thaw and serve,' pre-packed in fours and have a four-day shelf-life once defrosted – meaning minimal preparation and minimal waste. At the recommended retail price of 4 for £2, you will earn at least 40p per pack.



To join the Cupcake revolution contact your Telesales Operator or Fieldsales Representative.

CountryChoice
Catering for retailers



64080 **NEW** Lemon Drop Cupcake



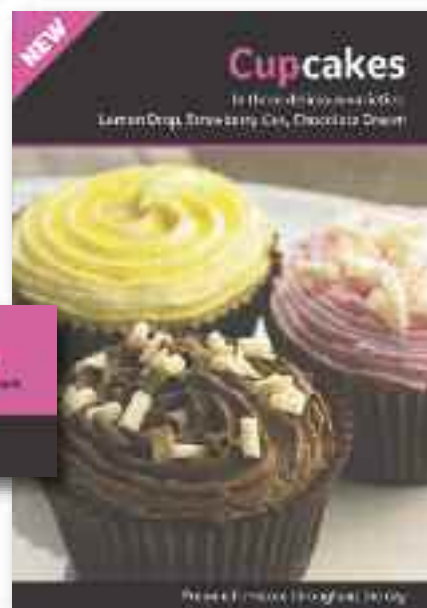
64081 **NEW** Strawberry Kiss Cupcake



64082 **NEW** Chocolate Dream Cupcake

NEW Cupcakes

To help you maximise sales, point of sale in the form of an A2 poster and oversized shelf-talkers is available free of charge. Simply contact your Fieldsales Representative or Telesales Operator.



Our Cupcakes come ready-packed in fours.



CUPCAKES

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			APPROX DIAMETER	APPROX WEIGHT	CASE SIZE	CASE PRICE (£)	UNIT PRICE (PENCE)
F64080	Lemon Drop Cupcakes	T W 4 1	65mm	67g	6x4	9.60	160.0*
F64081	Strawberry Kiss Cupcakes	T W 4 1	65mm	67g	6x4	9.60	160.0*
F64082	Chocolate Dream Cupcakes	T W 4 1	65mm	67g	6x4	9.60	160.0*

* unit price refers to pack of 4

Handling instructions from frozen: Remove required quantity from outer packaging and allow to defrost in flow wrap at ambient temperature for 2 to 3 hours. Do not display until fully defrosted. Shelf life once defrosted – unwrapped 1 day, if displayed wrapped 4 days. If selling product wrapped a best before date must be applied to each pack prior to displaying for sale.

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

T Thaw & Sell product W Product wrapped in packs of 4

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

Country Choice

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Part of the brakesgroup trading as Country Choice

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