

NEW PRODUCTS

FROM COUNTRY CHOICE

JUNE 2010 • DANISH TRELLIS



F67692 Danish Trellis Mixed Pack
(Raspberry Trellis & Orange Trellis)

Danish Trellis – **New** Bar-Shaped Danish Pastries

The Country Choice new Danish Trellis Bars give your shoppers delicious Danish Pastries in a handy new bar – ideal for snacking and eating on the go. The new bar will surely give a lift to sweet pastry sales with greater appeal to younger shoppers.

Furthermore, whilst our Danish Trellis Bars may be new and modern that doesn't mean we've compromised on quality or tradition – quite the opposite in fact – as with our traditional Danish Pastries, our new Trellis bars are made in Denmark 🇩🇰 from 24 layers of delicious light crisp Danish pastry.

The new bars are available in two distinct flavours, orange and raspberry, in a mixed case of 2 x 24 including

decorative sugar and chocolate flavoured icing. At the recommended selling price of £2 for a 4 pack, using our Rectangular Confectionery Hinge Pack, the retailer margin is around 49p. Display them on the top shelf of your dumpbin or near the till to capture impulse purchases.



For further details contact your Country Choice Fieldsales Representative or Telesales Operator.

CountryChoice
Catering for retailers

NEW Danish Trellis



-serving suggestion

F67692 **NEW** Danish Trellis Mixed Pack

For further details of and to order the free of charge marketing materials, please contact your Country Choice Fieldsales Representative or Telesales Operator.



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 15 mins. Once baked allow to cool before packaged. Shelf life once baked: 2 days wrapped and 1 day unwrapped.



F67585 Maple Pecan Plait

DANISH PASTRIES

| | | | CASE SIZE | CASE PRICE (€) | UNIT PRICE (PENNY) | |
|--------|--|------|-----------|----------------|--------------------|------|
| F67692 | NEW Danish Trellis Mixed Pack (140mm, 65g, 24 each of Raspberry Trellis and Orange Trellis) | 🇩🇰 | 21 | 2 x 24 | 16.80 | 35.0 |
| F67585 | Maple Pecan Plait (120mm, 95g) | N 🇩🇰 | 21 | 48 | 30.25 | 63.0 |
| F67586 | Royal Danish Selection (86-100g, 12 each of Apricot Crown, Cinnamon Swirl and Vanilla Crème with Hazelnuts) | N 🇩🇰 | 21 | 3 x 12 | 20.70 | 57.5 |
| F67432 | Danish Selection Fully Finished (110g, 9 of each Raspberry Whirl, Mincemeat Whirl, Apple Whirl, Chocolate Chip Whirl and Apricot Crown) | T | 21 | 5 x 9 | 34.75 | 77.2 |
| F67650 | Vanilla Crème Crown with Hazelnuts (90mm, 98g) | N 🇩🇰 | 21 | 48 | 24.65 | 51.4 |
| F67652 | Cinnamon Swirl (100mm, 86g) | 🇩🇰 | 21 | 48 | 24.65 | 51.4 |
| F67653 | Apricot Crown (90mm, 100g) | N 🇩🇰 | 21 | 48 | 24.65 | 51.4 |
| F67654 | Apple Coronet (120mm, 85g) | 🇩🇰 | 21 | 48 | 24.65 | 51.4 |



also available in the Royal Danish Selection pack

F67650 Vanilla Crème Crown with Hazelnuts

PACKAGING

| | | CASE SIZE | CASE PRICE (€) | UNIT PRICE (PENNY) |
|--------|--|-----------|----------------|--------------------|
| A68691 | Rectangular Confectionery Hinge Pack (185x155x55mm) | 250 | 26.50 | 10.6 |
| A68730 | Film Fronted Bag (254x254mm) | 500 | 8.05 | 1.6 |
| A68718 | Small Film Fronted Bag (single confectionery, 250x155mm) | 500 | 7.35 | 1.5 |

Packaging is Nett priced and subject to VAT



also available in the Royal Danish Selection pack

F67652 Cinnamon Swirl

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

T Thaw & Sell product N Product contains nuts 🇩🇰 Product made in Denmark

WU Product shelf life (wrapped, unwrapped) from day of defrost (in days)



also available in the Royal Danish Selection pack

F67653 Apricot Crown

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Part of the brakesgroup trading as Country Choice

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