

# NEW PRODUCTS

## FROM COUNTRY CHOICE

JUNE 2010 • NEW PREMIUM TOPPED & FILLED MUFFINS



### New Premium Topped & Filled Muffins

The American-style sweet muffin market is one of the largest segments of the confectionery market and showing strong growth of around +7% p.a. One in five adults eats muffins, rising to one in four among younger adults and office workers. Recent growth has been fuelled by an increasing trend towards breakfast eating, with a coffee and muffin a popular choice on the way to work or as a mid-morning break.

The Country Choice new range of 'topped and filled' premium muffins raises the bar in terms of quality and appetite appeal and comprises three delicious varieties - Victoria Sponge, Chocolate Orange and the Breakfast Muffin. For retailers offering Boston's Donuts, topped and filled muffins are the perfect way to develop and grow your range of premium confectionery.

All muffins are fully-baked, thaw and serve and have a one day shelf-life from defrost if displayed unwrapped, two-days if wrapped. At the recommended retail price of £1.39 the POR is in the region of 34% to 44% making them a profitable addition to your confectionery range.

Our three new topped and filled muffins join Country Choice's other fully-baked muffins - four Standard and two Wrapped - giving retailers a comprehensive range of nine muffins from which to choose the most appropriate offer for their store.

**CountryChoice**  
Catering for retailers

## Premium Topped & Filled Muffins



### Victoria Sponge Muffin

Soft sponge with a layer of jam was a popular afternoon treat of Queen Victoria, from whom the Victoria Sponge cake took its name, and is the inspiration for this delicious muffin. Our new **Victoria Sponge Muffin** is made with light moist sponge, filled with raspberry jam and vanilla flavoured frosting and topped with a light dusting of caster sugar.

RRP £1.39 • POR 34% – 44%



### Chocolate Orange Muffin

The refreshing flavour of orange combined with the sweetness of chocolate is a popular combination that can be traced back over 250 years. Our new **Chocolate Orange Muffin** is made from soft chocolate-flavoured sponge combined with chunks of milk and plain chocolate; injected with a sweet orange filling and topped with more chocolate chunks and golden sugar.

RRP £1.39 • POR 34% – 44%



### Breakfast Muffin

Our new **Breakfast Muffin** is ideal for retailers with an early morning passing trade. The combination of cereal, seeds and dried fruits offers busy workers the ideal start to the day. Made with soft wholemeal and carrot sponge, the Breakfast Muffin is packed with raisins, apricots, pumpkin seeds, cranberries and dates and has a crunchy topping of rolled oats and even more pumpkins seeds!

RRP £1.39 • POR 34% – 44%



### Our Complete Muffin Range

## Standard Muffins



The Country Choice range of Standard Muffins comes in four delicious varieties – **Double Chocolate**, **Lemon Poppy Seed**, **Blueberry** and **Raspberry & White Chocolate**. All muffins are 'thaw and serve' and attractively packaged in black 'tulip' style paper cases to give a quality look and feel. Shelf-life is one day from defrost if displayed unwrapped and two days if wrapped.

RRP £1.09 – £1.19 • POR 31% – 45%

## Wrapped Muffins

The Country Choice range of Wrapped Muffins comes in the two most popular flavours of **Blueberry** and **Double Chocolate**. These quality muffins have a long four-day shelf-life from defrost and are perfect for stores wanting to maintain a good display without incurring unnecessary waste.

RRP £1.19 – £1.29 • POR 34%-46%



# Our Complete Muffin Range

NEW



F61146 Breakfast Muffin

Soft wholemeal and carrot sponge packed with raisins, apricots, pumpkin seeds, cranberries and dates with a crunchy topping of rolled oats and even more pumpkins seeds.

NEW



F61145 Chocolate & Orange Muffin

Soft chocolate-flavoured sponge combined with chunks of milk and plain chocolate; injected with a sweet orange filling and topped with more chocolate chunks and golden sugar.

NEW



F61144 Victoria Sponge Muffin

Moist sponge, filled with raspberry jam and vanilla flavoured frosting and topped with a light dusting of caster sugar.

## MUFFINS

### PREMIUM TOPPED & FILLED MUFFINS

		CASE SIZE	CASE PRICE (£)	UNIT PRICE (P)
F61145	<b>NEW</b> Chocolate & Orange Muffin (70mm,130g)	21	24	21.95 91.5
F61144	<b>NEW</b> Victoria Sponge Muffin (70mm,130g)	21	24	21.95 91.5
F61146	<b>NEW</b> Breakfast Muffin (70mm,130g)	21	24	21.95 91.5

### STANDARD MUFFINS

F61038	Lemon Poppy Seed Muffin (65mm,125g)	21	24	17.95 74.8
F61042	Double Chocolate Muffin (65mm,125g)	21	24	17.95 74.8
F61041	Blueberry Muffin (65mm,125g)	21	24	18.55 77.3
F61037	Raspberry & White Chocolate Muffin (65mm,125g)	21	24	18.55 77.3

### WRAPPED MUFFINS

F61143	Wrapped Double Chocolate Muffin (70mm,125g)	41	24	18.85 78.5
F61142	Wrapped Blueberry Muffin (70mm,125g)	41	24	19.50 81.2

## PACKAGING

		CASE SIZE	CASE PRICE (£)	UNIT PRICE (P)
A68718	Small Film Fronted Bag (250x155mm)	500	7.35	1.5
A68730	Film Fronted Bag (254x254mm)	500	8.05	1.6

All packaging is Nett priced and subject to VAT

All muffins are Thaw & Sell products and are suitable for vegetarians.

**WJU** Product shelf life (wrapped, unwrapped) from day of defrost (in days).

### Handling Guidelines From Frozen:

Remove required quantity from outer case. Allow to defrost at ambient temperature for approximately 2 hours. Do not display until fully thawed. Premium/Standard Muffins shelf life once defrosted: 1 day unwrapped, 2 days wrapped. Wrapped Muffins shelf life once defrosted: 4 days wrapped.



F61038  
Lemon Poppy Seed Muffin



F61042  
Double Chocolate Muffin



F61041  
Blueberry Muffin



F61037  
Raspberry & White Chocolate Muffin



F61143  
Wrapped Double Chocolate Muffin



F61142  
Wrapped Blueberry Muffin

## Country Choice

Swan House, New Mill Road, St. Paul's Cray, Orpington, Kent, BR5 3QD

tel: 01689 301201 [www.countrychoice.co.uk](http://www.countrychoice.co.uk)

Part of the **brakesgroup** trading as Country Choice

Brake Bros Foodservice Ltd.

Registered office: Enterprise House, Eureka Business Park, Ashford, Kent, TN25 4AG

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