

FRESH from Four Seasons

August 2017



Back To School!

It's hard to believe that another beautiful summer is fading into fall and the kids will be heading back to the classroom. Now is the time to start selling through all those summer promotional items and planning to WOW parents with your best lunch box items and family dinner home runs.

Lunch boxes are all about the basics – good deli meat, cheese, and fruit – don't forget a snack or two. Most folks are not looking to reinvent the wheel when it comes to a child's lunch -- feature the best quality standbys.

Cover the bases in both the organic and natural products and be sure to order heavily on the favorites: roast turkey, sliced mild cheddar, mozzarella string cheese, plain cooked chicken strips. If you have ever been to a department store end-of-season clothing sale where all the clothes left are extra small neon green and extra-large loud print flowers – you understand that the buying pattern of most people is going to fall within predictable parameters.

Try Waterhill natural and organic oven roasted turkey and chicken, Andrew and Everett sliced cheeses, Organic Valley mozzarella string cheese and Applegate natural cooked chicken strips.



If you have customers that want excellent deli meat that comes from a fantastic, artisan, small, producer than you need to stock deli meats from The Piggery out of Ithaca, NY. This line may be more what Mom or Dad want in their lunch sandwich: capicola, salami, bologna, ham or smoked turkey.

Another lunch box favorite is Greek yogurt. The yogurt stays more firm in the lunch box -- even with the jostling and comes in many flavors. Many parents are looking to limit the amount of sugar in their child's diet and Maple Hill creamery organic Greek yogurts are delicious without the high sugar factor. If your customers are looking for low fat and kid-friendly flavors consider a display of Green Mountain yogurts. This line

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WANT TO LEARN MORE ABOUT OUR MEAT & DAIRY?

Lisa Murphy (Natural Food Program Manager)

lisam@fsproduce.com | 717-874-9148

Back To School (continued)

is made in Vermont with either 2% or skim milk, comes in a large variety of flavors. It also comes in at a great price point – check out our Four Seasons promotional pricing on the line this month.

New to stock at Four Seasons are Sauder's organic hard boiled eggs in a 6/6 pack. This would be a great protein rich addition to a lunch box or lunch salad and it eliminates the messy hassle of shoppers having to prepare their own hard boiled eggs in advance.



*Do you offer a
clean deli salad
line for lunches?
You should!*

Four Seasons carries the Maple Ave Foods line of clean ingredient deli salads: potato salads, pasta salads, bean and grain salads. All of these delicious recipes are free of preservatives, colorants, corn syrup, and hydrogenated oils. Because they do not have preservatives we offer fresh product by preorder every week – this ensures you get quality, natural products for repack.

Many stores are finding that it is much more cost effective to buy consistent quality natural salads from Maple Ave than to make everything in house. Your store can still produce its signature items without having to make each and every thing in the deli case – this gives your employees more time to focus on what is really key: **connecting with your customers this fall!**



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NEW ITEMS

NATURAL BY NATURE



Code: 45810

Organic Natural by Nature Unsalted Butter Tub 12/10 oz



Code: 45811

Organic Natural by Nature Salted Butter Tub 12/10 oz



BABA'S BREWS

NEW SEASONAL FLAVORS ARRIVING IN AUGUST!

CODE: 29515

Baba's Brews Pink Lemonaid Kombucha 12/12 oz

CODE: 29514

Baba's Brews Mate Kombucha 12/12 oz



SAUDER'S EGGS

CODE: 45929

Organic Sauder's Hard Boiled Egg Pouch 6/6 pack



SEASONAL SELECTIONS

LIMITED BATCH

BLENDED GREEK YOGURT
• 2% MILKFAT •

January - April

IMMUNITY BLENDS

MIXED BERRY POMEGRANATE
HONEY LEMON GINGER



May - August

THINK ICE CREAM

MINT CHOCOLATE CHIP
ORANGE CREAM



September - December

HAPPY HOLIDAYS

PUMPKIN PIE
EGGNOG



Born in Vermont. Raised on Good Nature.

SALE! AUGUST SPECIALS



ORGANIC VALLEY



CODE	DESCRIPTION	PK	SZ	UPC	COST	SAVE	SPECIAL	UNIT	SRP	GP%
45537	OG SALTED PASTURE BUTTER	15	1 LB	93966004557	\$87.43	\$13.00	\$74.43	4.96	\$7.49	34%
45515	OG SHREDDED PARMESAN CUP	12	4 OZ	93966002280	\$41.31	\$5.00	\$36.31	3.03	\$4.49	33%
45761	OG MILD CHEDDAR CHEESE	12	8 OZ	93966213102	\$48.51	\$9.00	\$39.51	3.29	\$4.99	34%
45518	OG COLBY CHEESE	12	8 OZ	93966213409	\$48.24	\$9.00	\$39.24	3.27	\$4.99	34%
45538	OG MONTEREY JACK CHEESE	12	8 OZ	93966213300	\$49.61	\$9.00	\$40.61	3.38	\$4.99	32%
45532	OG SHARP CHEDDAR CHEESE	12	8 OZ	93966213201	\$50.51	\$10.00	\$40.51	3.38	\$4.99	32%
45616	OG KINGDOM SHARP CHEDDAR CHEESE	12	6 OZ	810913020039	\$49.31	\$9.00	\$40.31	3.36	\$4.99	33%
45519	OG RAW MILD CHEDDAR CHEESE	12	8 OZ	93966113105	\$48.24	\$9.00	\$39.24	3.27	\$4.99	34%
45521	OG RAW SHARP CHEDDAR CHEESE	12	8 OZ	93966113204	\$51.44	\$10.00	\$41.44	3.45	\$4.99	31%
64258	OG SLICED BABY SWISS CHEESE	12	6 OZ	93966002614	\$52.78	\$13.00	\$39.78	3.32	\$4.99	34%
65040	OG SLICED MILD CHEDDAR CHEESE	12	6 OZ	93966000818	\$43.58	\$10.00	\$33.58	2.80	\$3.99	30%
69257	OG SLICED PROVOLONE CHEESE	12	6 OZ	93966000894	\$43.58	\$10.00	\$33.58	2.80	\$3.99	30%
62259	OG SLICED MUENSTER CHEESE	12	6 OZ	93966000887	\$43.51	\$10.00	\$33.51	2.79	\$3.99	30%
45716	OG MOZZARELLA STRING CHEESE SINGLES	96	1 OZ	93966003826	\$54.64	\$10.00	\$44.64	0.47	\$0.79	41%
45728	OG HALF & HALF PINTS	12	16 OZ	93966510522	\$21.98	\$3.00	\$18.98	1.58	\$2.49	36%
45542	OG FRENCH VANILLA HALF & HALF	6	16 OZ	93966005820	\$15.84	\$2.00	\$13.84	2.31	\$3.49	34%
45729	OG HEAVY WHIPPING CREAM	12	8 OZ	93966000344	\$19.71	\$2.00	\$17.71	1.48	\$2.29	36%
64007	OG LACTOSE FREE 1% MILK	6	64 OZ	93966000351	\$27.27	\$4.00	\$23.27	3.88	\$5.99	35%
64133	OG LACTOSE FREE 2% MILK	6	64 OZ	93966002218	\$27.27	\$4.00	\$23.27	3.88	\$5.99	35%
64144	OG LACTOSE FREE NON FAT MILK	6	64 OZ	93966002201	\$27.27	\$4.00	\$23.27	3.88	\$5.99	35%
64313	OG LACTOSE FREE WHOLE MILK	6	64 OZ	93966005134	\$27.27	\$4.00	\$23.27	3.88	\$5.99	35%
45727	OG OMEGA 3 WHOLE MILK	6	64 OZ	93966004458	\$26.93	\$4.00	\$22.93	3.82	\$5.49	30%

ORGANIC PRAIRIE



CODE	DESCRIPTION	PK	SZ	UPC	COST	SAVE	SPECIAL	UNIT	SRP	GP%
44934	OG SMOKED PORK BACON	10	8 OZ	939660017540	\$67.98	\$10.00	\$57.98	5.80	\$8.49	32%
45478	OG SLICED SUMMER SAUSAGES	10	6 OZ	93966307146	\$44.58	\$7.00	\$37.58	3.76	\$5.99	37%
44940	OG UNCURED SLICED PEPPERONI	10	5 OZ	939663029298	\$45.98	\$9.00	\$36.98	3.70	\$5.49	33%

MILTON'S LOCAL - VA



CODE	DESCRIPTION	PK	SZ	UPC	COST	SAVE	SPECIAL	UNIT	SRP	GP%
68311	CV BELL PEPPER & ONION BACON SAUSAGE	12	12 OZ	855088005337	\$59.99	\$10.00	\$49.99	4.17	\$5.49	24%
68312	CV CHIPOTLE & CILANTRO BACON SAUSAGE	12	12 OZ	855088005344	\$59.99	\$10.00	\$49.99	4.17	\$5.49	24%



PHONE: 1.800.422.8384

FAX: 1.717.721.2597

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SALE! AUGUST SPECIALS



GARRETT VALLEY



CODE	DESCRIPTION	PK	SZ	UPC	COST	SAVE	SPECIAL	UNIT	SRP	GP%
61177	CV BEEF SNACK STICKS	25	2.65 OZ	616973701648	\$80.95	\$4.00	\$76.95	3.08	\$4.49	31%
60165	CV TURKEY SNACK STICKS	25	4.87 OZ	616973701655	\$80.95	\$7.50	\$73.45	2.94	\$4.49	35%
60166	CV SPICY TURKEY SNACK STICKS	25	4.87 OZ	616973701662	\$80.95	\$7.50	\$73.45	2.94	\$4.49	35%
60167	CV SINGLE SERVE TURKEY SNACK STICKS	192	1 OZ	616973701556	\$134.02	\$12.00	\$122.02	0.64	\$0.99	36%
60168	CV SINGLE SERVE SPICY TURKEY SNACK STICKS	192	1 OZ	616973701563	\$134.02	\$12.00	\$122.02	0.64	\$0.99	36%
60169	CV SINGLE SERVE BEEF SNACK STICKS	192	.57 OZ	616973701549	\$156.28	\$6.80	\$149.48	0.78	\$1.19	35%
68031	CV PEPPERONI SNACK STICKS	25	4.87 OZ	616973701709	\$83.78	\$7.50	\$76.28	3.05	\$4.69	35%
64180	CV SLICED VA BRAND HAM SLICES	16	7 OZ	616973741804	\$59.63	\$5.25	\$54.38	3.40	\$4.99	32%
64186	CV SLICED BLACK FOREST HAM SLICES	16	7 OZ	616973741866	\$59.63	\$5.25	\$54.38	3.40	\$4.99	32%

RISSEY FARMS - VA



CODE	DESCRIPTION	PK	SZ	UPC	COST	SAVE	SPECIAL	UNIT	SRP	GP%
16982	CV NATURAL CAGE FREE DUCK EGGS	8	4 PACK	86924200212	\$23.38	\$8.00	\$15.38	1.92	\$2.49	23%

MAPLE HILL CREAMERY - NY



CODE	DESCRIPTION	PK	SZ	UPC	COST	SAVE	SPECIAL	UNIT	SRP	GP%
45833	OG PLAIN DRINKABLE YOGURT	6	12 OZ	855088005122	\$14.44	\$3.25	\$11.19	1.87	\$2.69	31%
45835	OG BLUEBERRY DRINKABLE YOGURT	6	12 OZ	855088005153	\$14.44	\$3.25	\$11.19	1.87	\$2.69	31%
45836	OG LEMON DRINKABLE YOGURT	6	12 OZ	855088005146	\$14.44	\$3.25	\$11.19	1.87	\$2.69	31%
45832	OG MAPLE DRINKABLE YOGURT	6	12 OZ	855088005115	\$14.44	\$3.25	\$11.19	1.87	\$2.69	31%
45844	OG ORANGE CREAM DRINKABLE YOGURT	6	12 OZ	855088005108	\$14.44	\$3.25	\$11.19	1.87	\$2.69	31%
45834	OG VANILLA DRINKABLE YOGURT	6	12 OZ	855088005139	\$14.44	\$3.25	\$11.19	1.87	\$2.69	31%
45817	OG COFFEE DRINKABLE YOGURT	6	12 OZ	855088005658	\$14.44	\$3.25	\$11.19	1.87	\$2.69	31%
45818	OG STRAWBERRY DRINKABLE YOGURT	6	12 OZ	855088005641	\$14.44	\$3.25	\$11.19	1.87	\$2.69	31%
45819	OG MANGO/PEACH DRINKABLE YOGURT	6	12 OZ	855088005665	\$14.44	\$3.25	\$11.19	1.87	\$2.69	31%
45820	OG DHARMA LEA DUTCH CHEESE	8	7 OZ	855088005313	\$46.18	\$6.00	\$40.18	5.02	\$7.99	37%
45822	OG ONE YEAR CHEDDAR CHEESE	8	7 OZ	855088005320	\$52.96	\$7.00	\$45.96	5.75	\$8.99	36%
45821	OG STONE CREEK CHEDDAR CHEESE	8	7 OZ	855088005306	\$46.18	\$6.00	\$40.18	5.02	\$7.99	37%
45815	OG GRASSFED MOZZARELLA CHEESE	12	8 OZ	855088005474	\$75.04	\$10.00	\$65.04	5.42	\$7.99	32%



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