# 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-ofseason 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

(continued on page 2)

WANT TO LEARN MORE ABOUT OUR MEAT & DAIRY? Lisa Murphy (Natural Food Program Manager) <u>lisam@fsproduce.com</u> | 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.





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!** 









WANT TO LEARN MORE ABOUT OUR MEAT & DAIRY? Lisa Murphy (Natural Food Program Manager) lisam@fsproduce.com | 717-874-9148

# 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 •

100% DV VITAMIN C

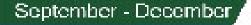
January - April

#### IMMUNITY BLENDS

MIXED BERRY POMEGRANATE HONEY LEMON GINGER







HAPPY HOLIDAYS

PUMPKIN PIE EGGNOG







#### SEASONAL SELECTIONS

LIMITED BATCH

BLENDED GREEK YOGURT

2% MILKFAT •



MIXED BEDRY PONEGRANATE MINT CHOCOLATE CHIP PUMPKIN PIE



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| 12x53oz  | 3.74 x 3.74 x 2.14 | 15.25x11.50x2.50 | .254      | 4.575          | $150 (10 \times 15)$ |

DISTRIBUTED BY COMMONWEALTH DAIRY 3 OMEGA DRIVE - BRATTLEBORO, YT 05301 855-996-4946 - greenmountaincreamery.com

# SALE! AUGUST SPECIALS

## **ORGANIC VALLEY**

| CODE  | DES | CRIPTION                         | PK | SZ    | UPC          | COST    | SAVE    | SPECIAL | UNIT | SRP    | <b>GP</b> % |
|-------|-----|----------------------------------|----|-------|--------------|---------|---------|---------|------|--------|-------------|
| 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    | <b>GP</b> % |
|-------|-----------------------------|----|------|--------------|---------|---------|---------|------|--------|-------------|
| 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 | DES | CRIPTION   | PK | SZ | UPC                          | COST | SAVE | SPECIAL | UNIT | SRP   | <b>GP</b> % |
|------|-----|--|----|----|------------------------------|------|------|---------|------|-------|-------------|
|      | -   | BELL PEPPER & ONION BACON SAUSAGE<br>CHIPOTLE & CILANTRO BACON SAUSAGE |    | -  | 855088005337<br>855088005344 | 1    | 1    | 1       |      | + - · | 24%<br>24%  |

**PHONE:** 1.800.422.8384

FAX: 1.717.721.2597 www.fspfresh.com





Milton's Local













# SALE! AUGUST SPECIALS



## **GARRETT VALLEY**



| CODE  | DES | CRIPTION                               | PK  | SZ      | UPC          | COST     | SAVE    | SPECIAL  | UNIT | SRP    | <b>GP</b> % |
|-------|-----|--|-----|---------|--------------|----------|---------|----------|------|--------|-------------|
| 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%         |
|       |     |  |     |         |              |          |         |          |      |        |             |

### RISSER FARMS - VA

| CODE  | DES | CRIPTION                    | PK | SZ     | UPC         | COST    | SAVE   | SPECIAL | UNIT | SRP    | <b>GP</b> % |
|-------|-----|-----------------------------|----|--------|-------------|---------|--------|---------|------|--------|-------------|
| 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    | <b>GP</b> % |
|-------|-------------|-------------------------------|----|-------|--------------|---------|---------|---------|------|--------|-------------|
| 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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