



# FIXED WEIGHTS

## Old-Fashioned Flavor Begins Here

County Line presents its "old-fashioned and proud of it" natural cheeses in fixed weights to accommodate recipe and snacking tray usage. They're offered in the most popular sizes, making them ideal for price feature merchandising.

**10 oz. Mild Cheddar Half Moon** (Item #137 & 168, UPC 15700-77446) Cheddar, America's favorite cheese. Made carefully, the old-fashioned way, in real longhorns. That means even ripening throughout the cheese for that mild, true cheddar flavor.

**8 oz. Medium Sharp Cheddar** (Item #151, UPC 15700-77454) Aged to satisfy those who prefer a more robust cheddar flavor. Convenient block shape is perfect for snack tray presentations.

**8 oz. Sharp Cheddar** (Item #152, UPC 15700-77455) We age our cheddar even more to develop a full-bodied tangy flavor. Your customers will love our sharp variety because it's still moist and cuts without crumbling.

**8 oz. Mild Colonial White Cheddar** (Item #754, UPC 15700-77509) Cheddar that dates back to the early days of our country. Naturally white, it adds a new look to your shoppers' favorite recipes.



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<b>PRIMARY LOCATION</b>	Locate in Natural Cheese section. Group together. Position for maximum visual impact. Minimum 4-6 facings.
<b>OTHER LOCATIONS</b>	Refrigerated produce. Chilled wines and beers. Salad mixings.
<b>DISPLAY LOCATIONS</b>	Meats. Produce. Dairy aisle. Refrigerated unit.
<b>TIE-IN POSSIBILITIES</b>	Crackers, soft drinks. Wine, beer. Fruits, vegetables, bread. Use POS to show specials in dairy.
<b>REASON FOR STOCKING</b>	Most popular sizes 8-10 oz. Easy inventory control. Good for recipe use. Good product for feature pricing.

### SUSTAINED PROMOTIONAL SUPPORT