



# HANGING NATURAL SHREDDED

## Old-Fashioned Flavor Begins Here

Shredded cheese is only as good as the cheese from which it's shredded. And at County Line, we shred our cheese from quality natural cheese chunks, still made the old-fashioned way. Package copy suggests best uses that prompt even more sales.

**8 oz. Shredded Colby** (Item #146, UPC 15700-77452) Mild Colby is popular for snacks and complements many country-style dishes, especially casseroles and vegetables. County Line encourages these uses with front panel copy and back-of-package recipes.

**8 oz. Shredded Mozzarella** (Item #147, 15700-77453) The good cooks' favorite Italian cheese is mozzarella. County Line Mozzarella is pizza-tested to assure top cooking performance from every package. Your customer can sprinkle it on, then melt it, twist it, stretch it or pull it. Whatever the recipe calls for.

**8 oz. Shredded Cheddar** (Item #145, UPC 15700-77451) Mild flavored and made with old-fashioned pride so its taste adds just the sprinkle your homemakers want. Ideal for Mexican delights such as tacos, salads, enchiladas or dips.



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**8 oz. Colonial White Cheddar** (Item #766, UPC 15700-77524) A traditional New England favorite. Used by the early colonists, it's cheddar in its most natural form. Now available in shredded, a contemporary way to enjoy old-fashioned taste.

**8 oz. Old World Swiss** (Item #769, UPC 15700-77527) Our medium-mild favorite embellished with the rich creamy taste typical of County Line's Swiss formulation. Ready to sprinkle on salads or melt down on a hearty Reuben.

**12 oz. Shredded Cheddar** (Item #148, UPC 15700-77513) Cheddar, America's favorite cheese. Made carefully, the old-fashioned way, then shredded for your customers' convenience. Available in larger 12 oz. package for family-size recipes.

**12 oz. Shredded Mozzarella** (Item #149, UPC 15700-77517) Creamy white and delicately flavored, County Line Mozzarella has the stretchability your customers are looking for. 12 oz. size for perfect pizzas with even browning.

<b>PRIMARY LOCATION</b>	Group together in the pegboard center of section in vertical or horizontal billboard fashion.
<b>OTHER LOCATIONS</b>	Produce/salad section.
<b>DISPLAY LOCATIONS</b>	Dairy aisle produce/cheese. Stock near pizza fixings.
<b>TIE-IN POSSIBILITIES</b>	Mexican products, pizza, produce.

### SUSTAINED PROMOTIONAL SUPPORT
