



RANDOM WEIGHTS

Old-Fashioned Flavor Begins Here

All County Line cheeses are made the traditional time-honored way that assures natural goodness. Offering them in a wonderful assortment of random weights allows customers to choose the size package and price that suits their needs. We also pre-price to make merchandising more convenient and economical.

Mild Cheddar Half Moon (Item #119, UPC 2-7-5042) At County Line we make our cheddar with old-fashioned pride in real longhorns to assure genuine mild cheddar flavor with a moist yet firm texture.

Mild Cheddar Full Moon (Item #138, UPC 2-7-5044) Our same authentic longhorn cheddar cut in a full-moon shape for those preferring the full longhorn cut. This unique round shape adds variety and interest to your cheese section and displays.

Medium Sharp Cheddar (Item #120, UPC 2-7-5064) Aged to achieve a perfect medium-sharp taste. Convenient block shape is ideal for cheese and cracker snacking.

Sharp Cheddar Wedge (Item #121, UPC 2-7-5072) A more mature cheddar in our distinctive wedge shape. Aged to give it a sharp-tangy bite, it's a favorite for party snacks.



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PRIMARY LOCATION	Locate in Natural cheese section. Group together in the well of the dairy case. Position to maximize visible impact. Minimum 4-6 facings.
OTHER LOCATIONS	Produce, beer and wine.
DISPLAY LOCATIONS	Meat, produce, dairy aisle. Mass display, using dump bin, or refrigerated display unit.
TIE-IN POSSIBILITIES	Crackers, soft drinks, wine, beer, fruits, vegetables and bread. Use POS to show specials in other sections.
REASON FOR STOCKING	A size for everyone. Connotes custom cut quality. Most economical way to purchase cheese.

SUSTAINED PROMOTIONAL SUPPORT
