



RANDOM WEIGHTS SLICED

Old-Fashioned Flavor Begins Here

All the flavor of natural cheese and all the convenience of pre-slicing for your customers in random weights so they can choose the price and size they want. Also, pre-priced for ease and economy in merchandising. Made to sell with other random weights right from your dairy case.

Mild Cheddar Half Moon Sliced (Item #124, UPC 2-7-5038) Here's a real longhorn cheese made the old-fashioned way for good old-fashioned taste. The result is a superior mild flavor.

Mild Colby Half Moon (Item #102, UPC 2-7-5157) This is a real longhorn colby, medium-firm, mild flavor with an open texture that enhances country-style cooking.

Sharp Colby Half Moon Sliced (Item #112, UPC 2-7-5151) Sharper real longhorn cut flavor lets your customers add extra zest to favorite cheese recipes. They'll enjoy it for sandwiches and snacking, too.

Old World Swiss Sliced (Item #127, UPC 2-7-5279) County Line's original Swiss recipe with its own buttery flavor. The nut-like taste and firm texture of this large-eye Swiss is unsurpassed.



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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
