

Why  
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# Reddi-wip the Tops in Toppings?

**The #1 product?** Yes! Reddi-wip® brand topping has created a tremendous brand franchise, thanks in part to rich, real whipped cream, with 24% butterfat for the tops in satisfying taste. No other brand delivers more.

**The #1 position?** Yes! Reddi-wip commands a loyal 42% share of the aerosol category, which is growing at a healthy 4% rate annually. Consistent quality has made it *the* national brand . . . the one consumers have chosen for more than 50 years!

**#1 in promotion?** Yes! Only Reddi-wip stays on top with national advertising, frequent and powerful promotions, and the kind of trade support you expect from a brand. When you stock Reddi-wip, you're offering your customers the best!



# Tops in advertising

Reddi-wip print ads are selling hard for you, 200,000,000 times a year. Brand-building, image building ads are featured in the leading women's service and shelter magazines, coast to coast. Reddi-wip is the *only* national brand in the category!



# Tops in consumer promotions

40,000,000 cash coupons are distributed nationally to keep your inventory turning. Reddi-wip has an 80% *plus* consumer awareness . . . and intense promotions keep that growing!



# Tops in P.O.S.

No private label or regional brand even comes close. Whether it's recipe tear-off pads, P.O.S. posters and banners, or promotional activities, Reddi-wip is ready to put excitement and fun into merchandising the Tops in Toppings!



# Tops in trade support

Reddi-wip features introductory allowances on each of its three products. And, Reddi-wip will feature three month-long promotions every quarter, to spotlight all products . . . twelve months a year!



## Give your customers what they want, and you'll be tops with them.

And what they want is the Tops in Toppings, Reddi-wip. It's been America's favorite brand for over 50 years, partly because people love the great fresh taste, and partly because retailers love the consumer acceptance and solid margins.

Item code	Product description	Case pack	UPC (29400)	Net case weight lbs.	Gross case weight lbs.	Case cube	Pallet pattern	Case dimensions
7621101637	Reddi-wip real whipped cream	12/7 oz.	21101	5.25	9.25	.45	133	10 <sup>3</sup> / <sub>16</sub> x 8 <sup>1</sup> / <sub>8</sub> x 8 <sup>7</sup> / <sub>8</sub>
7621102637	Reddi-wip real whipped cream	24/7 oz.	21102	10.50	18.00	.95	70	16 <sup>1</sup> / <sub>16</sub> x 10 <sup>1</sup> / <sub>16</sub> x 8 <sup>7</sup> / <sub>8</sub>
7621104637	Reddi-wip real whipped cream	12/14 oz.	21104	10.50	14.75	.51	114	10 <sup>3</sup> / <sub>16</sub> x 8 <sup>1</sup> / <sub>8</sub> x 10 <sup>1</sup> / <sub>16</sub>
7621120637	Reddi-wip non-dairy whp. tpng.	12/7 oz.	21120	5.25	9.25	.45	133	10 <sup>3</sup> / <sub>16</sub> x 8 <sup>1</sup> / <sub>8</sub> x 8 <sup>7</sup> / <sub>8</sub>

